VISITOR PROFILE

SOUTHWESTERN ONTARIO

ONTARIO TRAVEL SURVEY

Tourism
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ONTARIO TRAVEL SURVEY

1982

Tourism Research Section

ONTARIO MINISTRY OF TOURISM AND RECREATION

March, 1985

Ontario

Ministry of Tourism and Recreation

Province of Ontario
Queen's Park
Toronto, Canada
M7A 2R9

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FORWARD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of Ontario residents travelling within the province. Travel by non-residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and development programs for this Travel Association Area in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, purpose of trip, accommodation used, activity participation, distance travelled, mode of transportation, expenditures, and socio-economic characteristics.

This calendar year 1982 study, which was conducted by Canadian Facts, involved about 4,300 households each maintaining a travel diary for a two month period. Each qualifying trip taken by a member of the household was recorded in detail. Full details on survey methodology are contained in the Technical Appendix.

For any further queries in regards to the methodology employed or to this publication, please contact:

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HIGHLIGHTS

SOUTHWESTERN ONTARIO

(a) Visitation

There was a total of 10.795 million travellers to this Travel Association Area, or about 13 per cent of the total number of travellers in Ontario. Approximately 64 per cent originated in Southwestern Ontario and 17 per cent in Festival Country.

This area was the destination for about 14 per cent of all resident same day person-trips to the province, and about 11 per cent of all overnight person-visits.

Southwestern Ontario receives proportionately more same day trips and fewer overnight trips than the province as a whole. Same day trips to the region tend to be fairly evenly distributed over the year whereas overnight trips are much more concentrated in the summer.

Visiting friends or relatives is the main trip purpose mentioned by a majority (53 per cent) of overnight visitors to this region. Recreation /pleasure is mentioned second most often (35 per cent).

Within the region, non-commercial accommodation is used for about two thirds of person-nights. Campgrounds or trailer parks are the most often used form of commercial accommodation (20 per cent).

Shopping and participation in an outdoor or sporting activity are the two most common activities mentioned for the region.

About nine out of ten same day person-trips and one-half of all overnight person-trips to the region come from within one hundred miles.

(b) Expenditure

A total expenditure of $459.1 million was made in this area, or about 11 per cent of the total expenditure within Ontario. Residents of Southwestern Ontario generate the largest expenditure ($306.6 million) in the region.

The average expenditure in the Southwestern region ($42.53) is below the average for the province as a whole ($48.18).

The largest expenditure in this area was $147.2 million on retail/other miscellaneous items or about 32 per cent of the total amount spent in the region.

(c) Socioeconomic Characteristics of Overnight Travellers

Comparing the age of overnight visitors to the region with overnight visitors to the province, it can be seen that the region has a slightly younger visitor profile. This appears to be a function of the over-representation of 25 to 44 year olds in the region.

About 41 per cent of overnight visitors to the region have attained post-secondary education, which is identical to the incidence for the province in general.

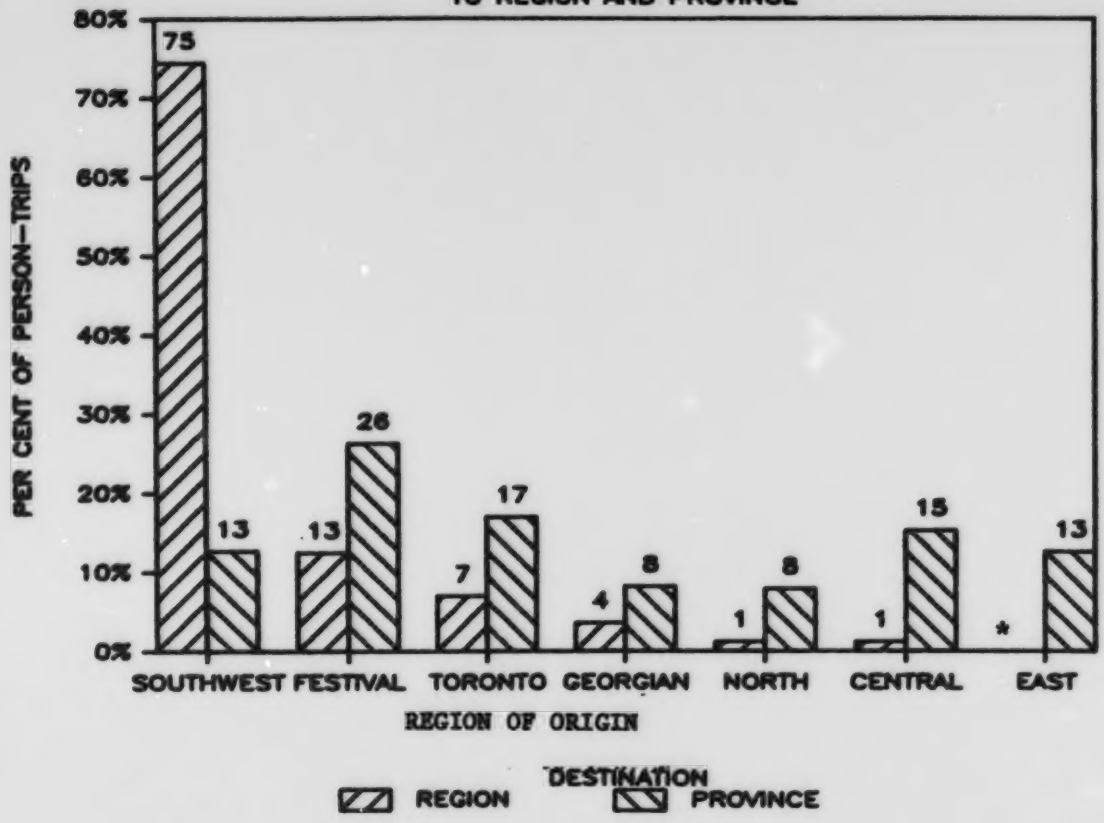
Almost two-thirds of overnight visitors to the region come from households where the chief wage earner is a professional/business person or a skilled labourer.

Southwestern Ontario receives proportionately more low income travellers and fewer high income travellers than the province in total.

DETAILED FINDINGS

ORIGIN OF SAMEDAY TRAVELLERS

TO REGION AND PROVINCE



* Less than 0.5%.

TRIP CHARACTERISTICS

(i) Same Day Travel By Origin Region

Origin	Destination			
	Region		Province	
	#	%	#	%
Southwestern	5,627	74.5	6,797	12.7
Festival Country	949	12.5	14,035	26.3
Metro Toronto	530	7.0	9,082	17.0
Georgian Lakelands	270	3.6	4,375	8.2
Ontario North	90	1.2	4,230	7.9
Central Ontario	90	1.2	8,162	15.3
Ontario East	2	*	6,742	12.6
Total (Base: Person-Trips ('000)) (1)	7,558	100.0	53,423	100.0
Average Party Size Per Trip:	1.93		1.88	

Approximately 7.558 million of the 10.795 million person-trips taken to the Southwestern Travel Association area or about seven out of every ten trips, are same day excursions. These trips account for about 14% of the total number of same day person-trips taken by Ontarians within the province. (2) This is the fourth largest share of the same day market.

As one might expect, considering the nature of a same day trip (i.e. usually within a hundred miles from home), the majority of same day trips to Southwestern Ontario originate from within the region itself. In fact, three-quarters (75%) of all of the region's same day trips are made by Southwestern Ontarians. Residents from regions lying in close proximity to the Southwestern region, such as those from Festival Country (13%) and Metro Toronto (7%), account for the bulk of the remaining same-day trips.

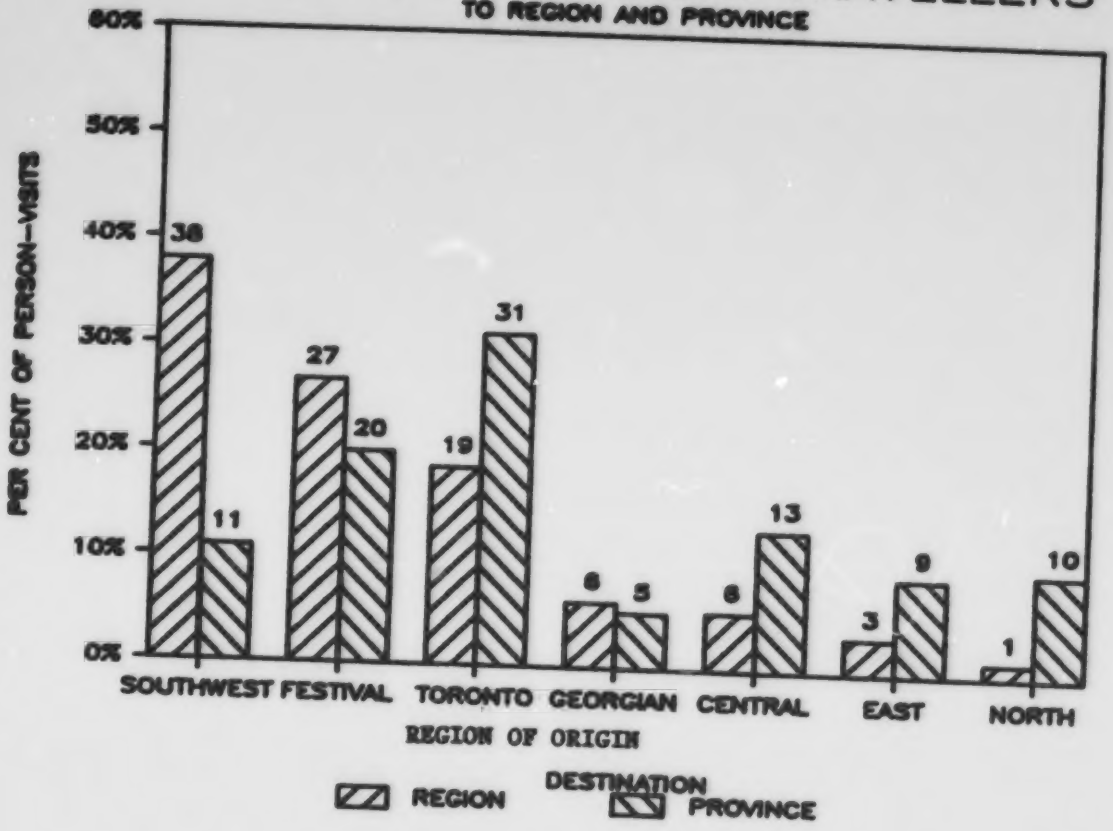
The average same day party size visiting Southwestern Ontario is 1.93 persons, as compared to the provincial average of 1.88.

* Less than .05%.

(1) See Appendix III for definition.

(2) See Appendix Table II-A for total of same day person-trips for all destination regions.

ORIGIN OF OVERNIGHT TRAVELLERS



(ii) **One Or More Nights Travel By Origin Region**

Origin	Destination: Region #	Region %	Province #	Province %
Southwestern	1,230	38.0	3,380	11.0
Festival Country	869	26.8	6,187	20.1
Metro Toronto	605	18.7	9,653	31.4
Georgian Lakelands	202	6.2	1,638	5.3
Central Ontario	177	5.5	4,095	13.3
Ontario East	109	3.4	2,803	9.1
Ontario North	45	1.4	3,008	9.8
Total (Base: Person-Trips ('000)) (1)	3,237	100.0	30,764	100.0
Average Party Size Per Trip:	1.84		1.84	

The Southwestern region was the destination for 3.237 million person-visits, which account for 11 per cent of all overnight person-visits within the province. (2) This gives it the lowest share of the overnight market.

Three regions account for about 84 per cent of Southwestern's overnight person-visits. These are the region itself (38 per cent), Festival Country (27 per cent), and Metro Toronto (19 per cent).

Although only 11 per cent of person-visits in Ontario as a whole originate in Southwestern Ontario, 38 per cent of person-visits to Southwestern Ontario originate in that region. This indicates that residents of this region are over-represented amongst overnight visitors to that region in relation to the total province. Overnight visitors to Southwestern Ontario originating in Festival Country are also overrepresented, mainly due to the proximity of both regions to each other.

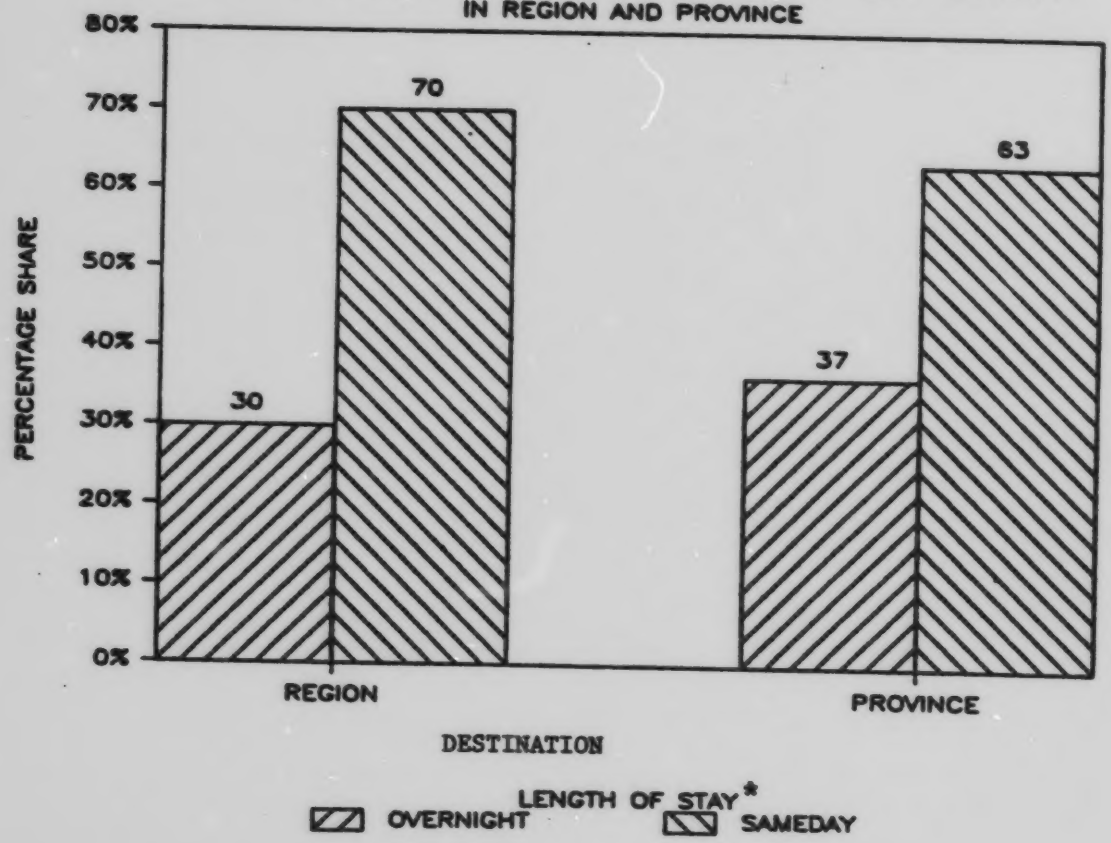
The average overnight party size visiting Southwestern Ontario is 1.84 persons, which is consistent with the provincial average of 1.84.

(1) See Appendix III for definition.

(2) See Appendix Table II-A for total of overnight person-visits for all destination regions.

TRAVELLERS BY LENGTH OF STAY

IN REGION AND PROVINCE



* Overnight is reported in person-visits, while same day is in person-trips.

(iii) **Length Of Stay**

Length of Stay	Destination			
	Region		Province	
	#	%	#	%
Same Day (1)	7,558	70.0	53,423	63.5
One or More Nights (2)	3,237	30.0	30,764	36.5
Total	10,795	100.0	84,187	100.0

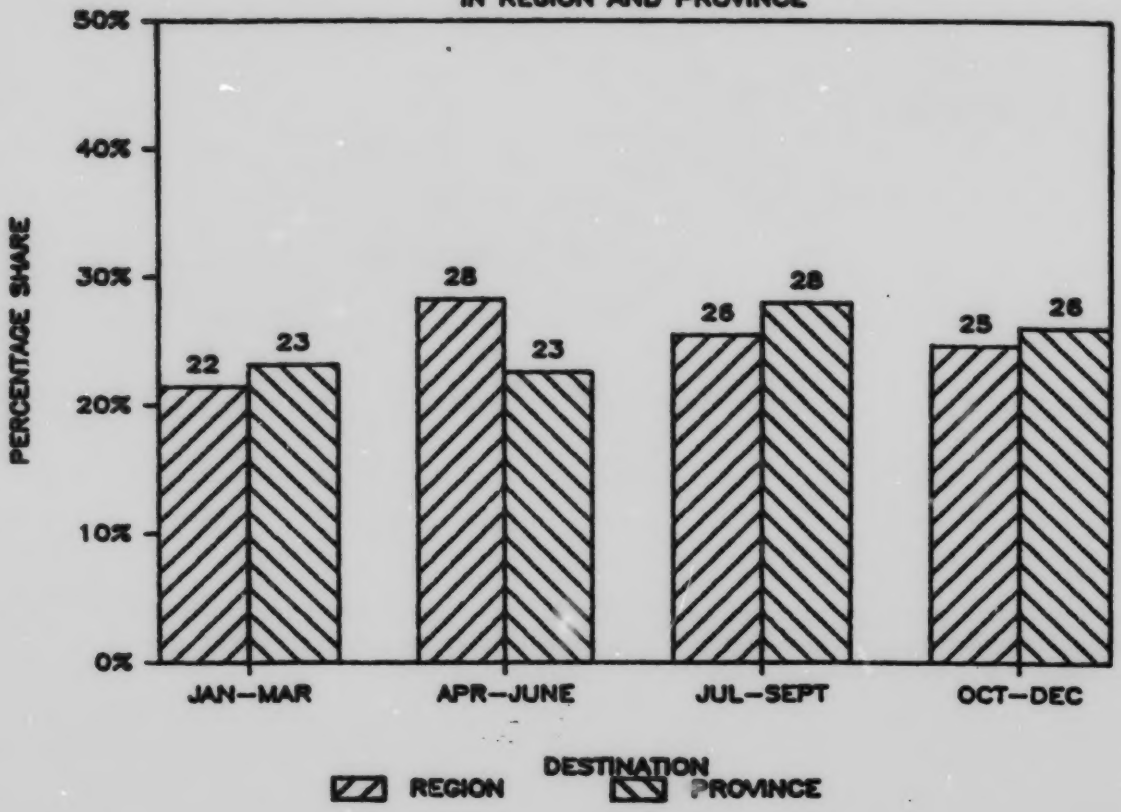
About seven in ten trips to Southwestern Ontario are same day trips, with the remainder being one or more nights. This region receives proportionately more same day and fewer overnight trips than the province in total.

(1) Pertains to Person-Trips ('000).

(2) Pertains to Person-Visits ('000).

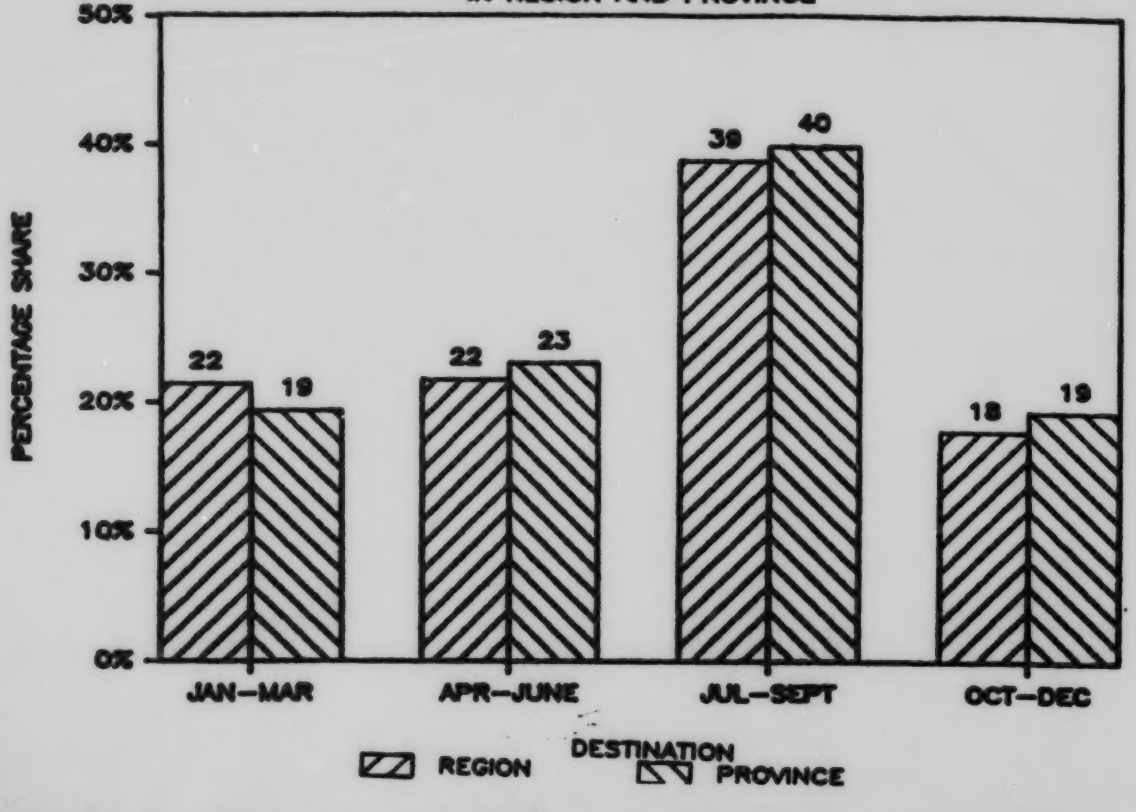
SAMEDAY* TRAVELLERS BY SEASON

IN REGION AND PROVINCE



OVERNIGHT* TRAVELLERS BY SEASON

IN REGION AND PROVINCE



* Overnight is reported in person-visits, while same day is in person-trips.

(iv) **Seasonality By Length Of Stay**

Season	Same Day (1)	One or More Nights (2)
	%	%
Jan./Feb./Mar.	21.5	21.5
Apr./May/June	28.3	21.8
July/Aug./Sept.	25.5	38.8
Oct./Nov./Dec.	24.7	17.9
Total	100.0	100.0
Base: ('000):	7,558	3,237

The number of same day trips to the region tend to be fairly evenly distributed over the four calendar quarters, whereas overnight trips are much more concentrated in the summer quarter. These patterns are generally similar to those observed for Ontario in total. (3)

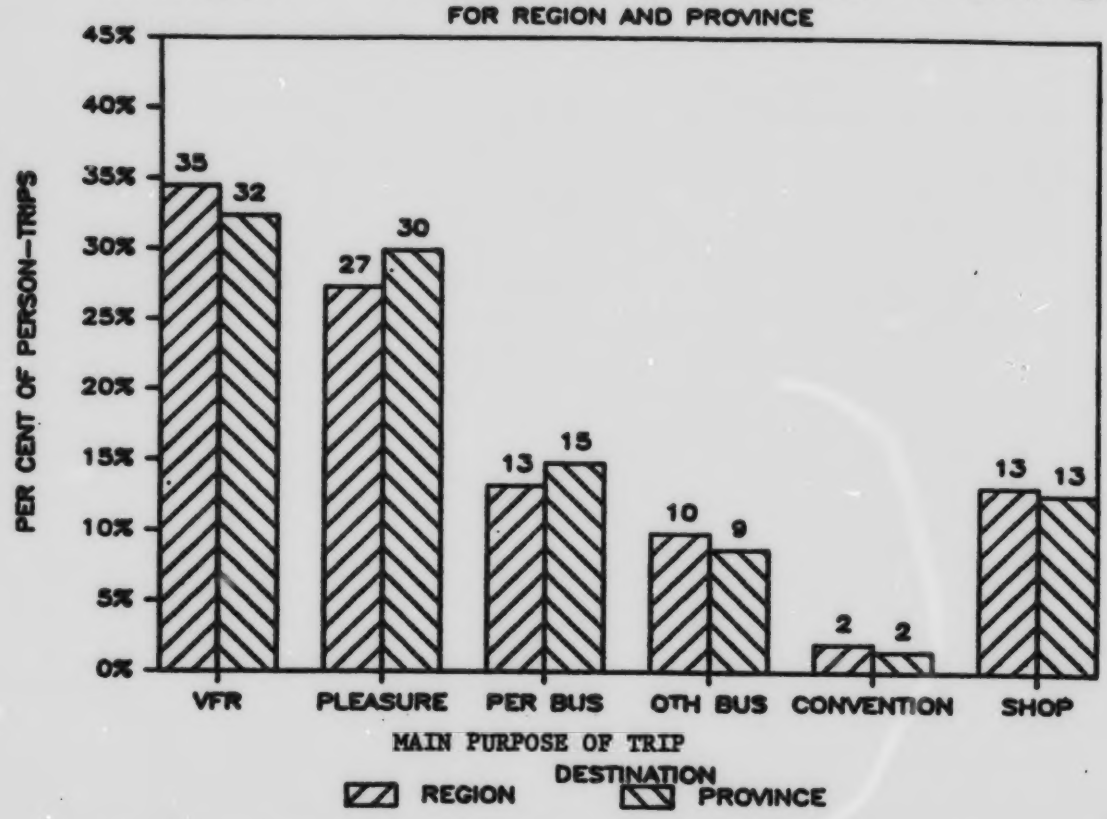
(1) Pertains to Person-Trips to the region.

(2) Pertains to Person-Visits to the region.

(3) See Appendix Table II-B for seasonality of travel in Ontario in general.

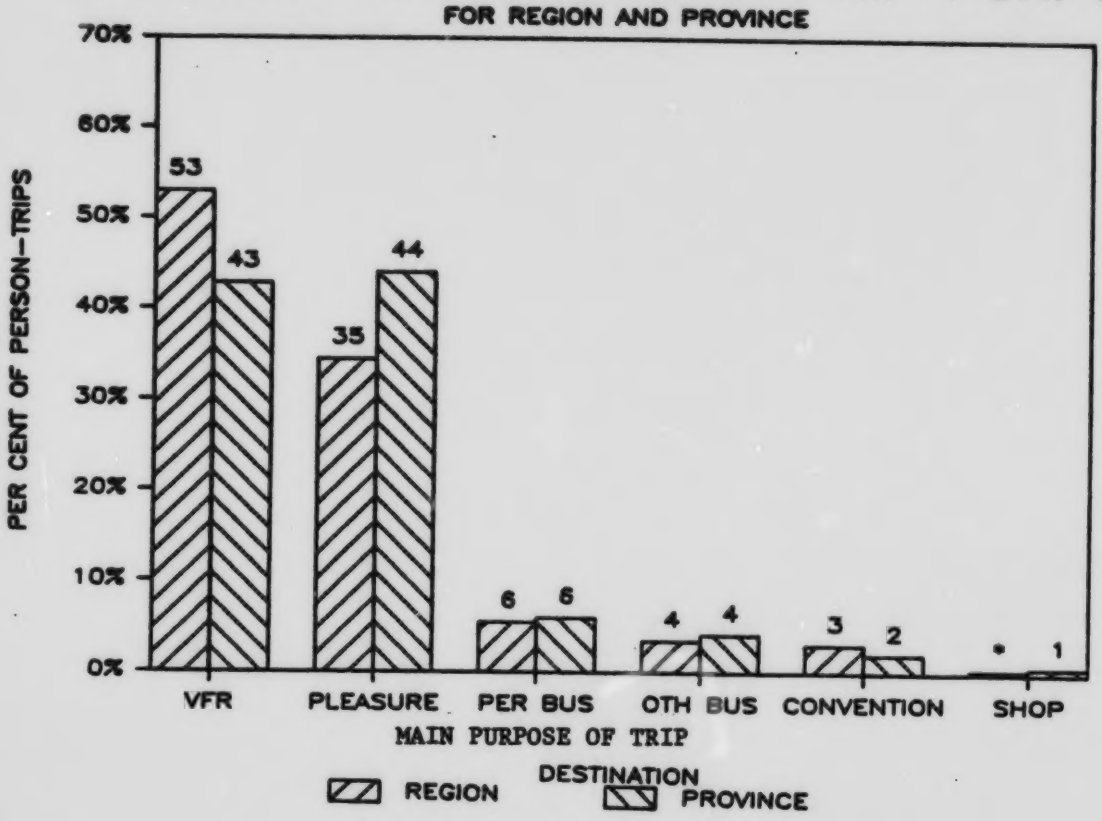
SAMEDAY TRAVELLERS BY TRIP PURPOSE

FOR REGION AND PROVINCE



OVERNIGHT TRAVELLERS BY TRIP PURPOSE

FOR REGION AND PROVINCE



* Less than 0.5%.

(v) Trip Purpose By Length of Stay

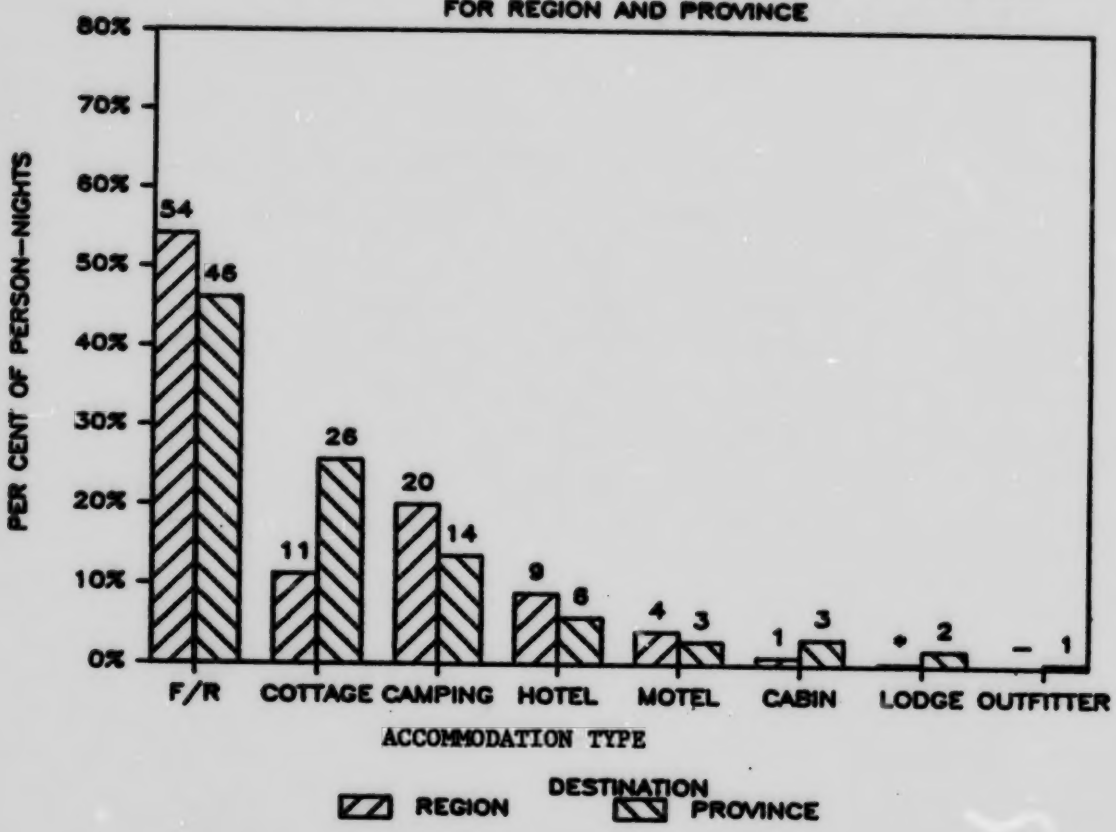
Main Purpose	Destination: Region — Same Day	Region — One or More Nights	Ontario — Same Day	Ontario — One or More Nights
	%	%	%	%
Visiting Friends/ Relatives	34.5	53.0	32.4	42.9
	61.8	87.5	62.3	87.0
Recreation/ Pleasure	27.3	34.5	29.9	44.1
Personal Business	13.2	5.5	14.8	6.0
Other Business	9.8	3.5	8.7	4.2
Attending Convention	2.0	3.1	1.5	2.1
Shopping	13.2	0.4	12.7	0.7
Total	100.0	100.0	100.0	100.0
Base: Person-Trips ('000)	7,558	2,946	53,423	28,537

Visiting friends or relatives (VFR) and recreation/pleasure are the main trip purposes cited for both same day and overnight trips. These two categories account for six out of ten same day trips and almost nine out of every ten overnight trips in the region. Personal business and shopping account for an additional 26 per cent of same day trips but only six per cent of overnight trips. Attending conventions account for only a very small proportion of both types of trips.

The overnight trips to the region differ in their distribution across purpose from the province in total. Proportionately more regional trips are taken for the purpose of visiting friends or relatives and proportionately fewer for recreation/pleasure purposes. The high VFR travel can be attributed to the dense population base in the region and neighbouring areas including Metro Toronto.

TYPE OF ACCOMMODATION USED

FOR REGION AND PROVINCE



* Less than 0.5%.

(vi) Accommodation

Accommodation	Destination			
	Region		Province	
	#	%	#	%
Friends/Relatives	4,012	54.2 ┐ 65.5	38,283	46.2 ┐ 71.9
Private Cottage	837	11.3 ┘	21,282	25.7 ┘
Camping/Trailer Park	1,489	20.1	11,253	13.6
Hotel/Motor Hotel	658	8.9	4,886	5.9
Motel	310	4.2	2,370	2.9
Commerical Cottage/ Cabin	76	1.0	2,761	3.3
Resort Lodge	22	0.3	1,669	2.0
Outfitter/Outpost	-	-	439	0.5
Total (Base: Person-Nights ('000))	7,404	100.0	82,943	100.0

Non-commerical accommodation is used for about 66 per cent of the total number of person-nights spent in the Southwestern region by travellers. Considering that the main purpose of 53% of all overnight trips to the region is for visiting friends or relatives, it is not surprising to find that a similar proportion (54 per cent) of all person-nights spent in the area are spent with friends or relatives. The remaining proportion of person-nights spent in non-commercial accommodation is accounted for by private cottages (11 per cent) which are underrepresented when compared with the province in general (26 per cent).

Only 35 per cent of total person-nights spent in the region involve commercial accommodation. Camping or trailer parks make up the overwhelming majority of person-nights spent in commercial accommodation followed by hotels and motor hotels.

(vii) Activities Participated In At Main Destination By Length Of Stay

Activities	Same Day	One or More Nights
	%	%
Went Shopping	25.1	37.7
Participated In Outdoor Or Sporting Activity	13.3	37.0
Attended ...		
Sporting Events	5.6	5.8
Live Theatre, Dance or Music Concert	5.1	9.8
Visited ...		
Museums, Galleries	0.5	2.8
Historical Site	1.0	3.4
Exhibitions, Fairs, Special Events	4.2	6.0
Attractions, Zoos, Amusement Parks	1.8	4.5
Went on Boat or Rail Tours	0.8	1.5
Other Activities	44.3	42.8
Total (1)	101.6	151.3
Base: Person-Trips ('000)	7,558	2,946
Average No. of Activities per Person-Trip:	1.02	1.51

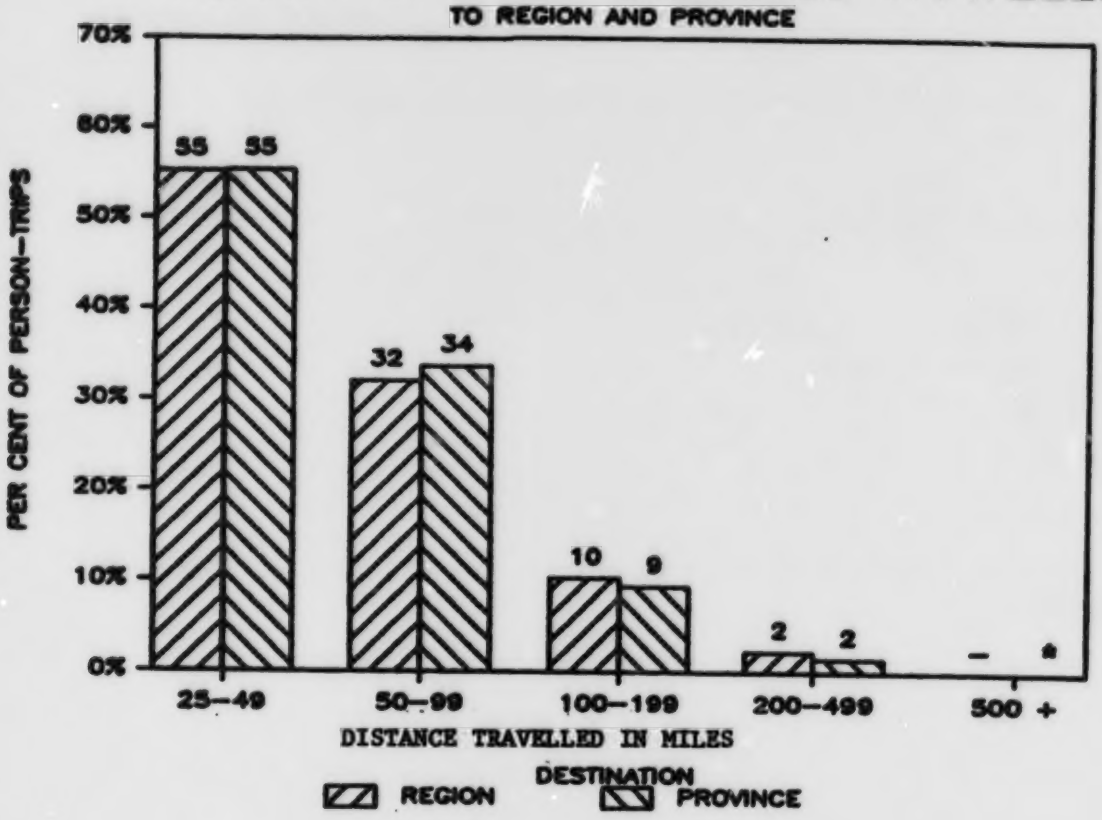
The two most important activities on same day trips are shopping (25 per cent) and participating in an outdoor activity (13 per cent). These two activities also rank highest on overnight trips although, in both cases, a greater proportion of person-trips are associated with the activities than on same day trips (38 and 37 per cent, respectively).

Most of the other activities measured also tend to have a greater proportion of overnight trips associated with them than same day trips. This may be because the longer overnight trip allows for more activities. Consistent with this is the finding that the average number of activities per person-trip associated with overnight trips is greater (1.51) than same day trips (1.02).

(1) Percentages add to more than 100 per cent as person-trips can be associated with multiple activities.

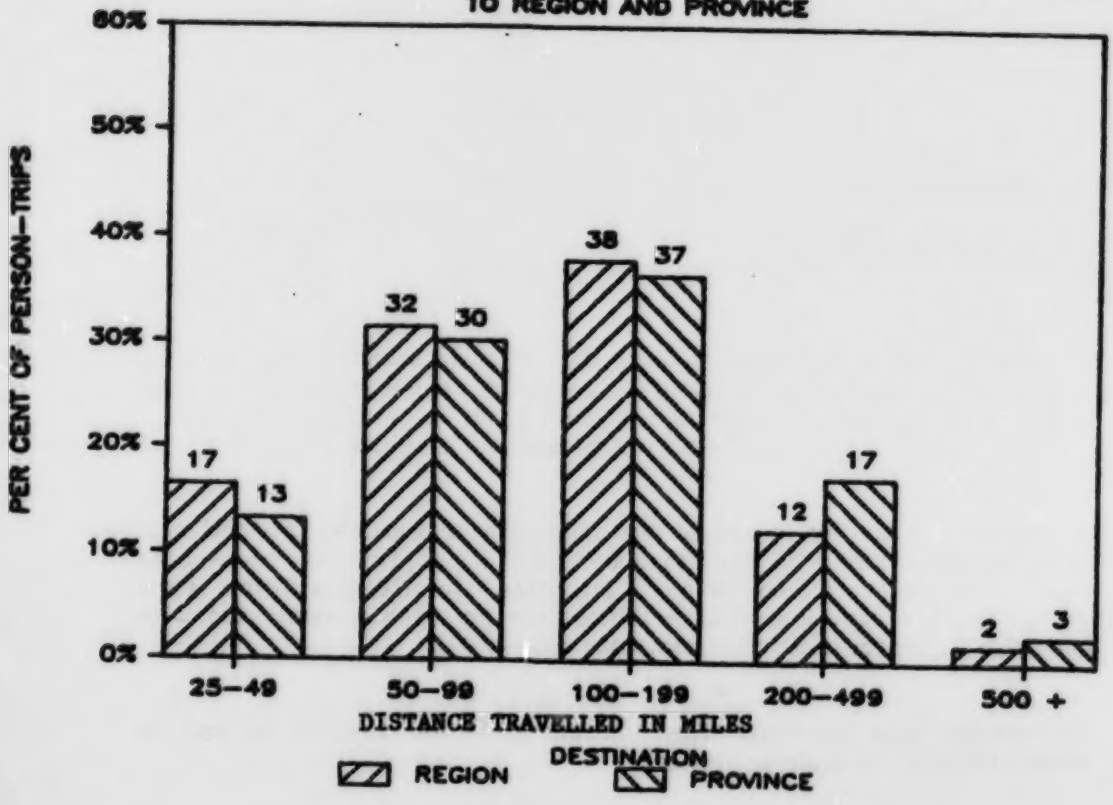
SAMEDAY VISITS BY DISTANCE TRAVELLED

TO REGION AND PROVINCE



OVERNIGHT VISITS BY DISTANCE TRAVELLED

TO REGION AND PROVINCE



* Less than 0.5%.

(viii) Distance Travelled To Main Destination

Distance	Destination: Region — Same Day %	Region — One or More Nights %	Province — Same Day %	Province — One or More Nights %
25-49mi/40-79km	55.3	16.5	55.4	13.3
50-99mi/80-159km	32.1	31.5	33.7	30.2
	87.4		89.1	
100-199mi/160-320km	10.3	37.9	9.4	36.5
200-499mi/321-804km	2.3	12.4	1.5	17.4
500mi/805km and over	-	1.7	*	2.6
		52.0		56.5
Total	100.0	100.0	100.0	100.0
Base: Person-Trips ('000)	7,558	2,946	53,423	28,537

About 87% of the same day visitors to the Southwestern Ontario area travel a distance of less than one hundred miles. On the other hand, 52% of the overnight visitors travel to the region from a distance of over 100 miles. This finding is not too surprising since distance to a traveller's main destination obviously plays a major role in determining a trip's duration.

The incidence of same day travel of less than one hundred miles for the region is about the same as for the province in general. Overnight visitors to the region, on the other hand, tend to travel somewhat shorter distances than do overnight travellers to the province as a whole.

* Less than .05%.

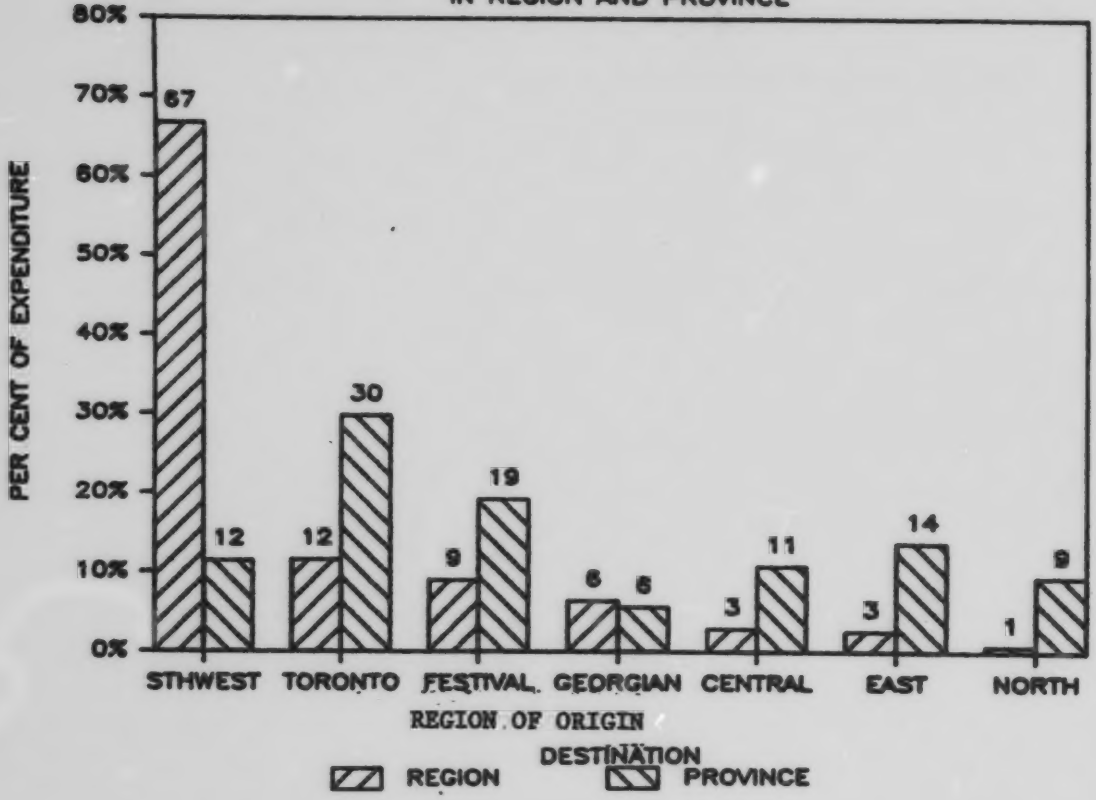
(ix) Mode Of Transportation By Length of Stay

Mode	Destination	
	Same Day	One or More Nights
	%	%
Automobile/Van	97.4	91.4
Bus (Scheduled/Chartered)	2.0	1.8
Air (Scheduled/Chartered)	0.1	0.2
Train	0.3	6.5
Ship/Boat	-	-
Other	0.2	0.2
Total	100.0	100.0
Base: Person-Trips ('000)	7,558	2,946

The dominant mode of travel, regardless of length of stay, is the automobile which is used by over 90 per cent of all visitors to the region. The incidence of other modes of travel is about the same for both same day and overnight visitation to the region, except in the case of train transportation. While only less than one-half of a percent of same day travellers use the train, 7% of overnight travellers do so.

TOTAL EXPENDITURE BY ORIGIN

IN REGION AND PROVINCE



TRIP EXPENDITURES

(i) Expenditure By Origin Region

Expenditure (Millions of Current $)

Origin	Destination: Region $	Region %	Province $	Province %
Southwestern	306.6	66.8	468.6	11.5
Metro Toronto	53.3	11.6	1,208.2	29.8
Festival Country	41.3	9.0	779.3	19.2
Georgian Lakelands	29.4	6.4	228.3	5.6
Central Ontario	13.4	2.9	437.1	10.8
Ontario East	11.8	2.6	554.0	13.7
Ontario North	3.3	0.7	380.3	9.4
Total	459.1	100.0	4,055.8	100.0

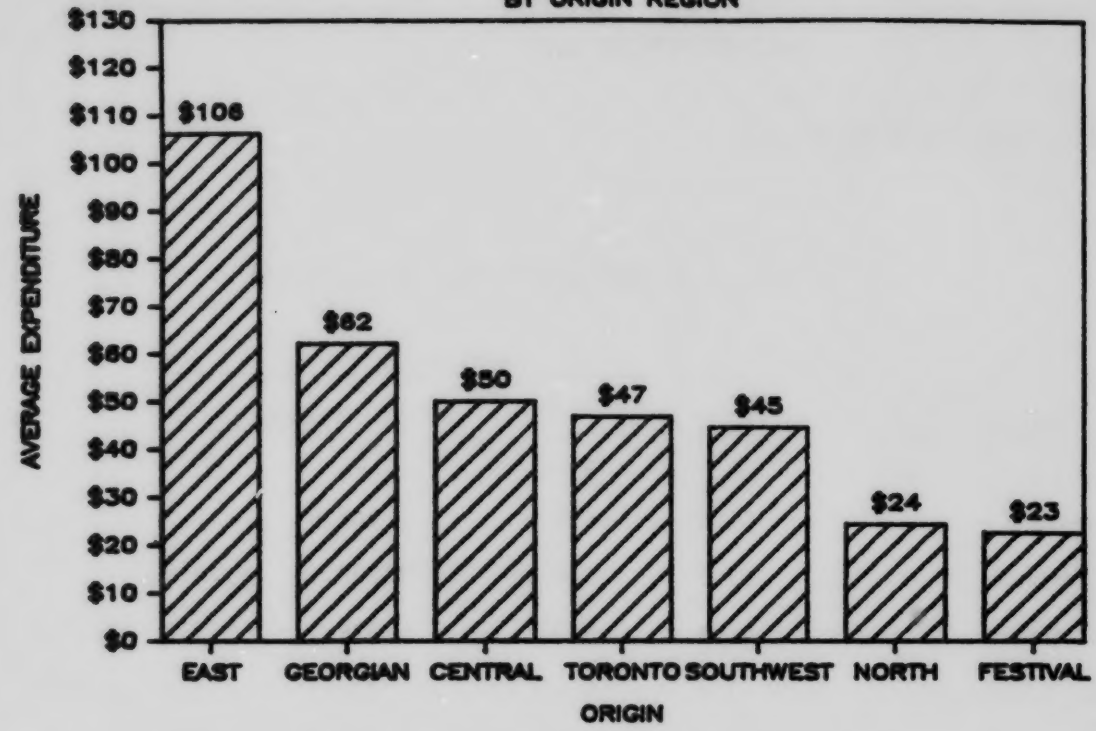
Approximately $459.1 million was spent by those visiting the Southwestern Ontario region. This represents about 11% of the total amount of expenditure made by Ontarians while travelling within the province, and is the sixth largest share of expenditure in the province. (1) This low share is probably due to the lower average expenditures per trip by travellers in this region compared to the province in general, and to the fewer number of overnight visitors to this region compared to the other regions.

Two-thirds (67 per cent) of this expenditure or $306.6 million was spent by Southwestern Ontarians travelling within the region. Residents of those regions generating the most person-trips to Southwestern Ontario, (Metro Toronto, Festival Country and the Georgian Lakelands) account for the bulk of the remaining expenditure in the region (12 per cent, 9 per cent and 6 per cent respectively).

(1) See Appendix Table II-C for total expenditure by origin and destination regions.

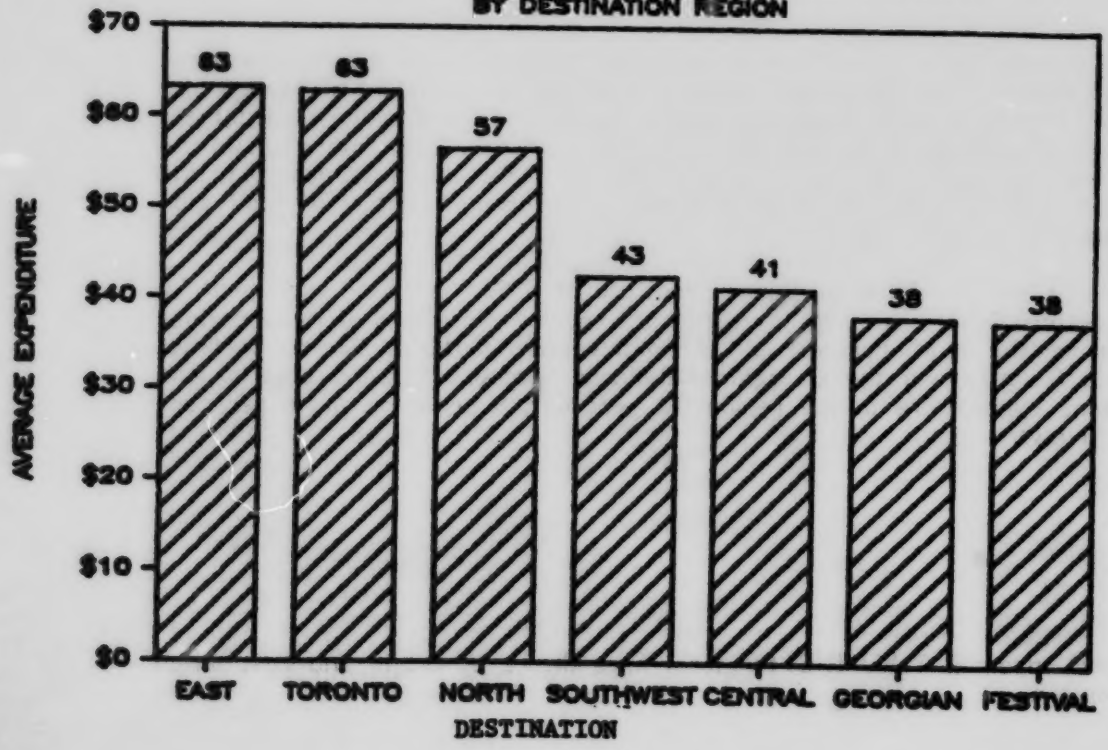
AVG. EXPENDITURE PER PERSON

BY ORIGIN REGION



AVG. EXPENDITURE PER PERSON

BY DESTINATION REGION



(ii) Average Expenditure By Origin and Destination Region

Average Expenditure Per Traveller Per Trip (1) (Current $)

Origin of Travellers In Region	$	Destination Region	$
Ontario East	106.31	Ontario East	63.28
Georgian Lakelands	62.29	Metro Toronto	62.79
Central Ontario	50.19	Ontario North	56.50
Metro Toronto	46.96	Southwestern	42.53
Southwestern	44.71	Central Ontario	41.26
Ontario North	24.44	Georgian Lakelands	38.23
Festival Country	22.72	Festival Country	37.76
Regional Average	42.53	Provincial Average	48.18

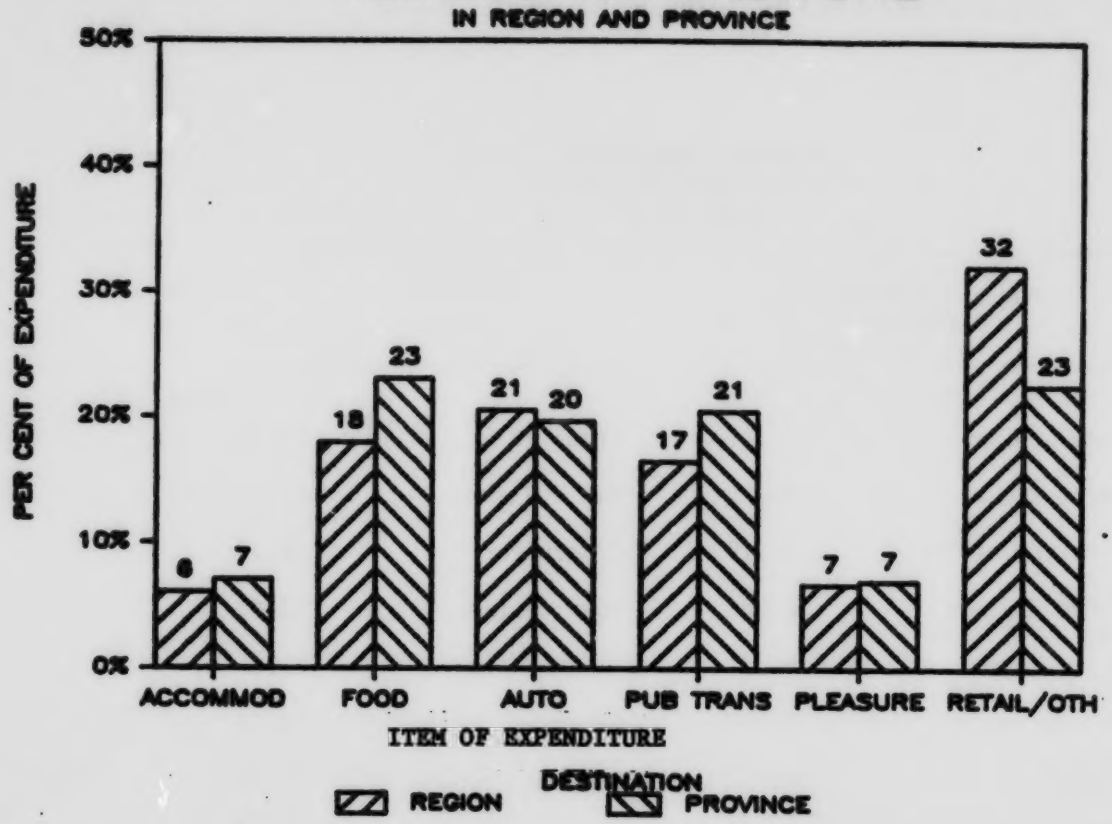
The average expenditure in the Southwestern region ($42.53) is below the average for the province as a whole ($48.18). Possible contributors to this relatively lower expenditure average may be the higher incidence of visiting friends and relatives and the well below average length of stay for trips in this region.

The highest average expenditure in the region is generated by Ontario East residents ($106.31), followed by Georgian Lakelands ($62.29) and Central Ontario ($50.19). These high averages may be a function of the longer travel distances between these regions and Southwestern, thus resulting in a tendency towards a longer length of stay in the main destination region.

(1) Any length of stay.

ITEMIZED EXPENDITURE

IN REGION AND PROVINCE



(iii) **Itemized Expenditure**

Expenditure (Millions of Current $)

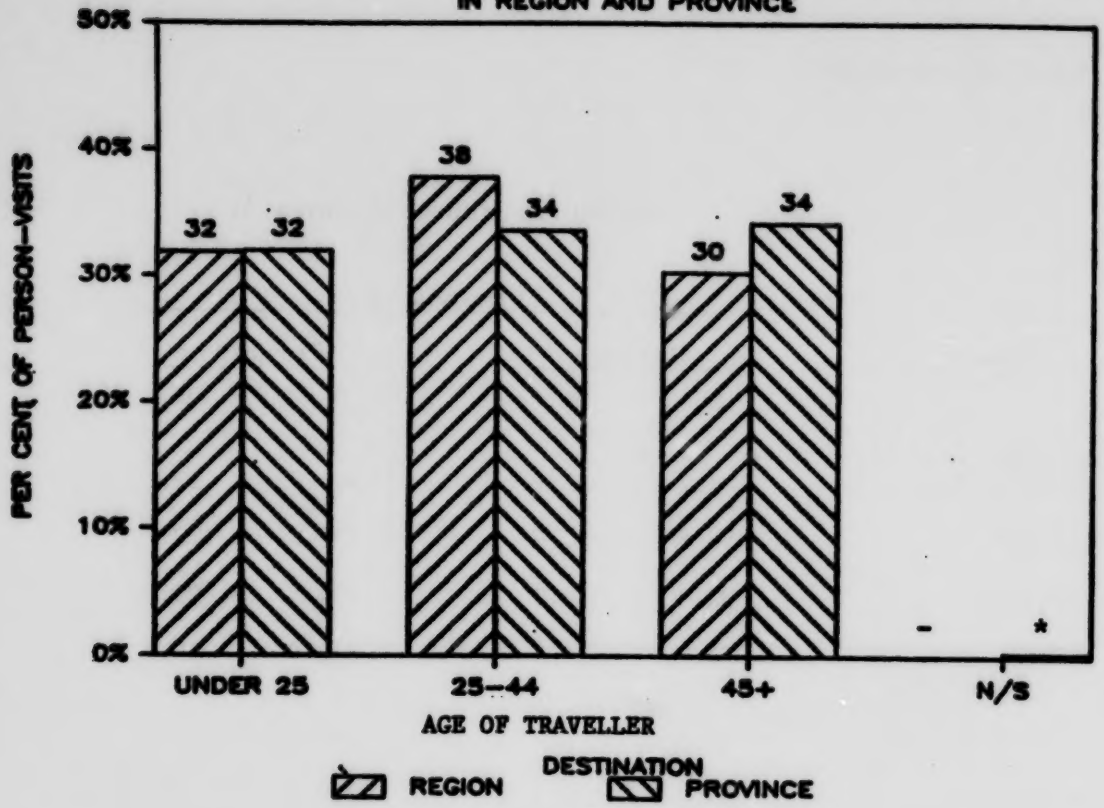
Item	Destination			
	Region		Province	
	$	%	$	%
Retail/Other Miscellaneous	147.2	32.1	915.7	22.6
Automobile	94.5	20.6	798.6	19.7
Food/Beverage	82.8	18.0	934.5	23.1
Public Transportation (Canadian Carriers)	75.9	16.5	832.6	20.5
Recreation/Pleasure	30.8	6.7	285.1	7.0
Accommodation	27.9	6.1	289.3	7.1
Total	459.1	100.0	4,055.8	100.0

The major expenditure items for the region are retail and other miscellaneous expenditures, (32 per cent), automobile (21 per cent), and food/beverage (18 per cent). A much higher proportion is spent on retail purchases as compared to the province at large.

Food/beverage expenditure is underrepresented in the region and this is most probably a result of the above average incidence of nights spent in the region with friends and relatives rather than in commercial accommodation.

AGE OF OVERNIGHT TRAVELLERS

IN REGION AND PROVINCE



* Less than 0.5%.

SOCIO-ECONOMIC CHARACTERISTICS OF OVERNIGHT TRAVELLERS

(i) Age Of Overnight Travellers

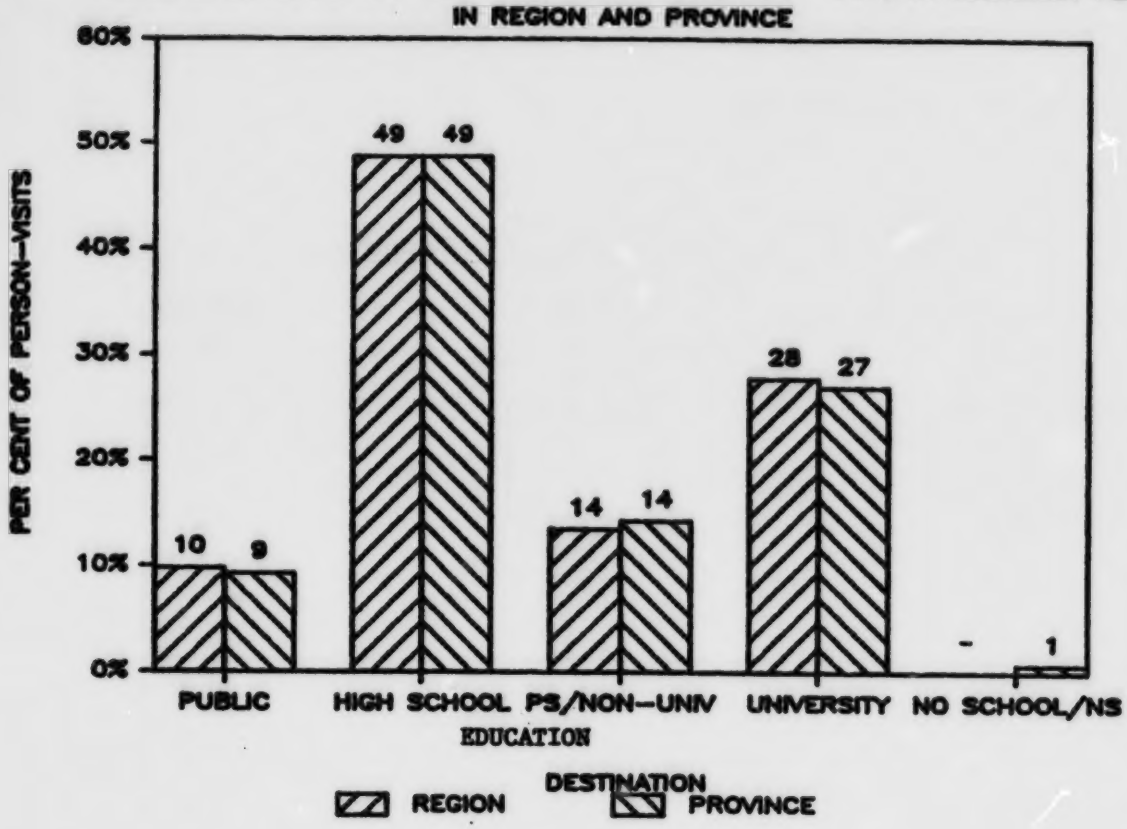
Age	Destination: Region %		Destination: Province %	
Under 15 years	19.2		17.2	
15 - 19 years	3.7	31.9	6.1	32.0
20 - 24 years	9.0		8.7	
25 - 34 years	21.0		18.9	
35 - 44 years	16.8	37.8	14.7	33.6
45 - 54 years	12.0		13.5	
55 - 64 years	9.7	30.3	12.3	34.2
65 Years and Over	8.6		8.4	
Did Not State	-		0.3	
Total	100.0		100.0	
Base: Person-Visits ('000)	3,237		30,764	

Any grouping of travellers by age is, to a large extent, an arbitrary one. However, when looking at the age distribution for overnight travellers, the numbers appear to fall into three broad age categories.

Approximately one-third of overnight travellers in the province are under 25 years, about 1/3 are between 25 and 44 years, and another third are 45 years or over. Comparing the region with the province it is found that the region has a slightly younger profile of visitors than the province as a whole due primarily to the higher incidence of regional visitors in the 25 to 44 year age category.

EDUCATION OF OVERNIGHT TRAVELLERS

IN REGION AND PROVINCE



(ii) Education Level of Overnight Travellers

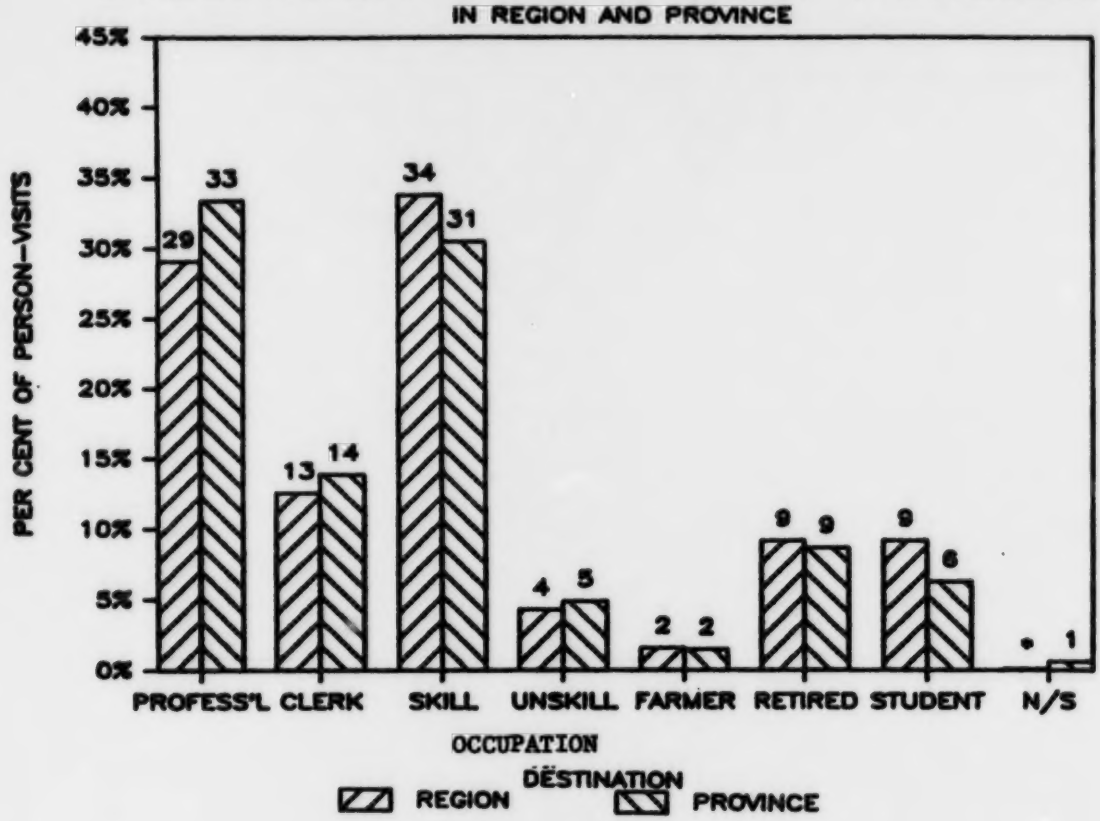
Education(1)	Destination	
	Region %	Province %
Public/Elementary	9.8	9.3
Secondary/High School	48.8	48.8
Post-Secondary (Non-university)	13.5	14.3
University	27.8	27.0
	41.3	41.3
No Formal Schooling	-	0.1
Did Not State	-	0.6
Total	100.0	100.0
Base: Person-Visits ('000)	2,616	25,475

About four in ten overnight visitors to the Southwestern region (15 years or over) have completed post-secondary schooling. This is consistent with the provincial overnight traveller profile.

(1) Pertains to travellers 15 years of age and over.

OCCUPATION OF OVERNIGHT TRAVELLERS

IN REGION AND PROVINCE



* Less than 0.5%.

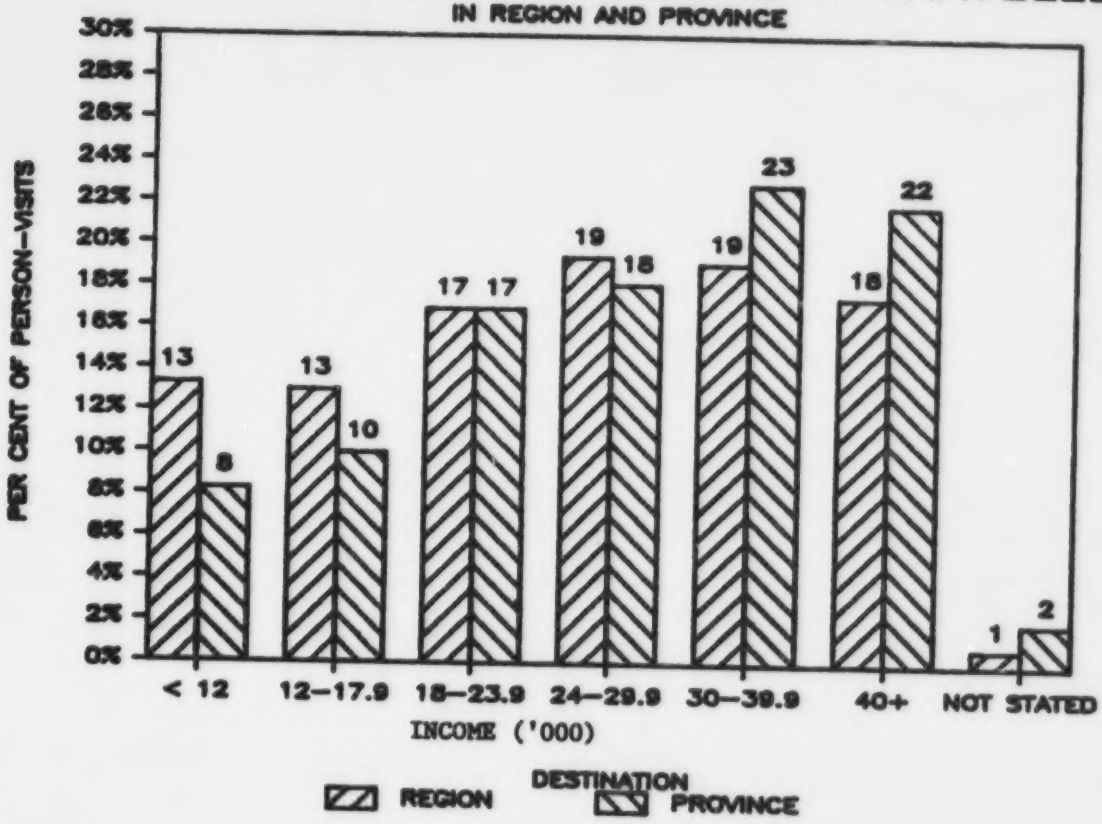
(iii) Occupation (Chief Wage Earner) Of Overnight Travellers

Occupation	Destination	
	Region	Province
	%	%
Professional, Business Executive, Owner/Manager	29.1	33.4
	62.9	63.9
Skilled Labour	33.8	30.5
Sales/Clerical	12.6	13.9
Unskilled Labour	4.3	4.9
Farmer	1.6	1.5
Retired, Pensioned	9.2	8.7
Student/Unemployed/ Homemaker	9.2	6.3
Did Not State	0.1	0.6
Total	100.0	100.0
Base: Person-Visits ('000)	3,237	30,764

About 63 per cent of overnight visitors to the region come from households where the chief wage earner is a professional/business person or a skilled labourer. This is consistent with the provincial profile. Visitors from households where the chief wage earner is in sales or clerical work account for 13 per cent of Southwestern Ontario overnight visitors.

HHOLD INCOME OF OVERNIGHT TRAVELLERS

IN REGION AND PROVINCE



(iv) **Household Income Of Overnight Travellers**

Household Income	Destination	
	Region	Province
	%	%
Less than $12,000	13.3	8.3
$12,000 - $17,999	13.0 (26.3)	10.0 (18.3)
$18,000 - $23,999	16.9	16.9
$24,000 - $29,999	19.4 (36.3)	18.1 (35.0)
$30,000 - $39,999	19.1	22.9
$40,000 and over	17.5 (36.6)	21.9 (44.8)
Did Not State	0.8	2.0
Total	100.0	100.0
Base: Person-Visits ('000)	3,237	30,764

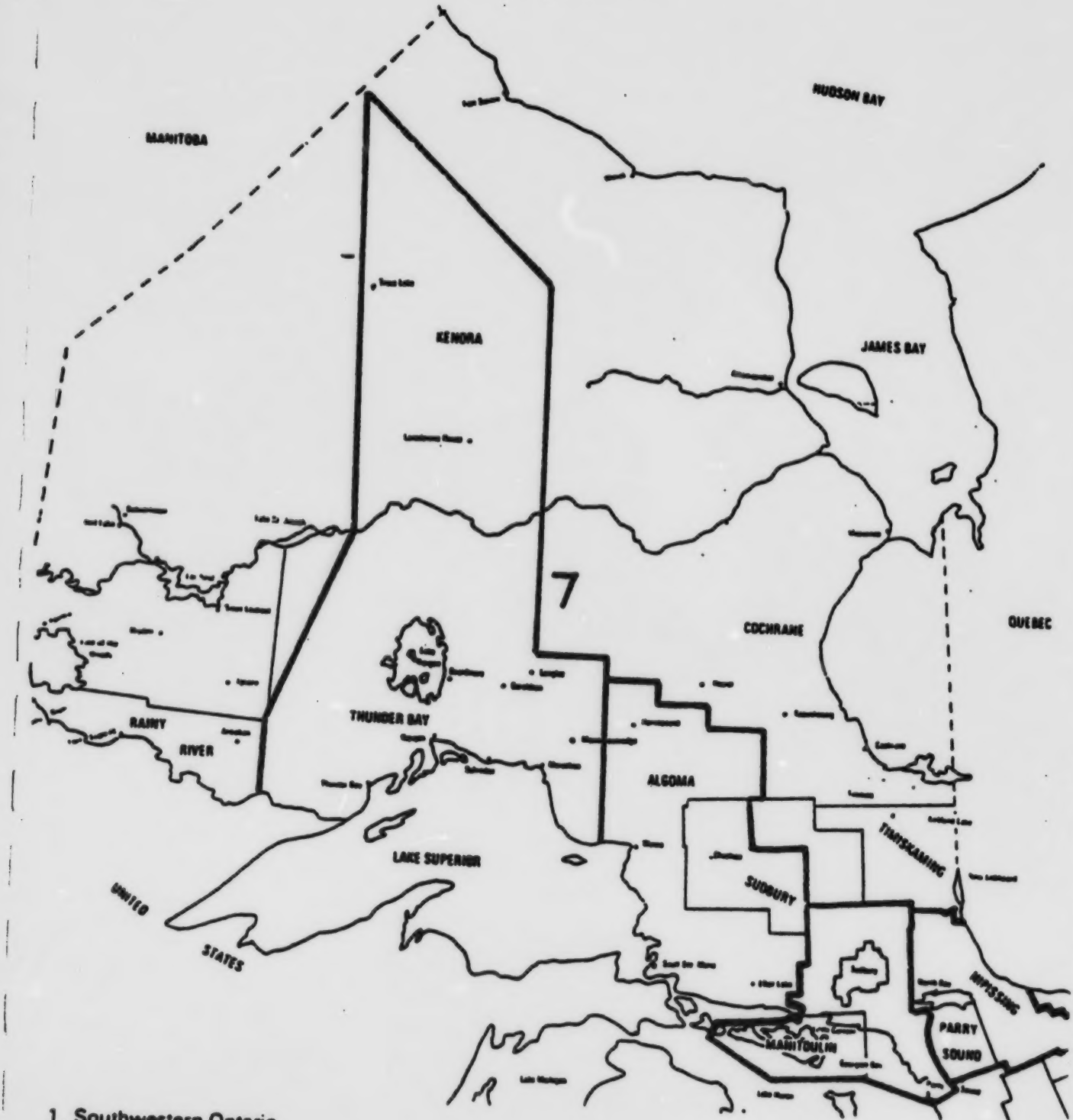
Adopting an arbitrary grouping, we find that 26 per cent of the overnight travellers to the region are from households having a total income of less than $18,000, 36 per cent are in the mid-income range of $18,000-$29,999, and 37 per cent fall within the $30,000 and over grouping. The province as a whole has proportionately fewer travellers in the low income range and more in the higher income category than does the region.

APPENDIX I

MAPS

ONTARIO MINISTRY OF TOURISM AND RECREATION
TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION
TRAVEL ASSOCIATION AREAS



1. Southwestern Ontario
2. Festival Country
3. Georgian Lakelands
4. Metropolitan Toronto
5. Central Ontario
6. Ontario East
7. Ontario North

APPENDIX II

TABLES

TABLE II-A

Same Day and One or More Night Travel By Destination Region

Destination	Same Day(1)		One or More Nights(2)		Total	
	#	%	#	%	#	%
Festival Country	11,763	22.0	3,795	12.3	15,558	18.5
Metro Toronto	10,487	19.6	3,551	11.6	14,038	16.7
Central Ontario	8,058	15.1	5,737	18.7	13,795	16.4
Georgian Lakelands	4,794	9.0	6,490	21.1	11,284	13.4
Southwestern	7,558	14.1	3,237	10.5	10,795	12.8
Ontario East	6,771	12.7	3,517	11.4	10,288	12.2
Ontario North	3,992	7.5	4,437	14.4	8,429	10.0
TOTAL	53,423	100.0	30,764	100.0	84,187	100.0

(1)Pertains to Person - Trips ('000).

(2)Pertains to Person-Visits ('000).

TABLE II-B

Seasonality of Travel in Ontario By Length of Stay

Season	Same Day (1) %	One or More Nights (2) %
Jan./Feb./Mar.	23.3	18.9
Apr./May/June	22.6	22.7
July/Aug./Sept.	28.0	39.6
Oct./Nov./Dec.	26.1	18.8
TOTAL	100.0	100.0
BASE: ('000)	53,423	30,764

(1) Pertains to Person - Trips to Ontario.

(2) Pertains to Person - Visits to Ontario.

TABLE II-C

Total Expenditure in Ontario, By Origin and Destination Region (Millions of Current $)

	Destination								
	South-Western	Festival Country	Georgian Lakelands	Metro Toronto	Central Ontario	Ontario East	Ontario North	Total	% of Total
Southwestern	306.6	47.6	25.0	48.9	8.8	17.9	13.8	468.6	11.6
Festival Country	41.3	366.3	108.7	80.2	50.2	86.1	46.5	779.3	19.2
Georgian Lakelands	29.4	20.6	99.3	39.0	12.5	14.7	12.8	228.3	5.6
Metro Toronto	53.3	90.3	144.3	544.2	226.4	81.6	68.1	1,208.2	29.8
Central Ontario	13.4	20.0	27.5	73.7	256.9	25.1	20.5	437.1	10.8
Ontario East	11.8	26.8	10.6	55.3	11.6	415.8	22.1	554.0	13.6
Ontario North	3.3	15.8	16.0	40.2	2.8	9.8	292.4	380.3	9.4
TOTAL	459.1	587.4	431.4	881.5	569.2	651.0	476.2	4,055.8	100.0
%	(11.3)	(14.5)	(10.6)	(21.8)	(14.0)	(16.1)	(11.7)	(100.0)	

APPENDIX III

DEFINITIONS

A. MEASUREMENT OF HOUSEHOLD TRAVEL

1. Household-Trip

A trip involving one person or a group of persons from the same household, leaving and returning together. For example, if four persons from one household leave and return together, it counts as one household-trip. If they all belong to different households, it counts as four household-trips.

2. Person-Trip*

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person-trips.

3. Person-Night

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person-nights.

4. Person-Visit*

A person-trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop overnight in another area, there is a count of four person-visits.

*During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked for his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measure of the actual number of people visiting each region. For example, a resident of southwestern Ontario might give Ottawa as his main destination, when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

B. EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recreational vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination. Includes local transportation expenditure within the local area or any places stopped at during the trip, and pertains to taxis, public transit, etc.

3. Accommodation

Expenditure made in regards to commerical accommodation rooms/units, either during trip or prior (when part of prepaid package).

4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bills.

5. Recreation/Pleasure

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. Retail/Other Miscellaneous

Retail trade purchases during trip on such items as souvenirs, gifts, medical costs, clothing, personal services (i.e. laundry, barber, etc.), art, appliances, furnishings, etc.

APPENDIX IV

TECHNICAL REPORT

A. THE SAMPLE

1. Universe Covered

The universe sampled was all households in Ontario, excluding military bases, Indian reserves, institutions and the most remote northern areas.

2. Sampling The Universe

The sample was drawn in four main quarterly sample replicates, each representing the Ontario population of households. Each quarterly sample was then randomly allocated into three monthly samples.

The primary sampling unit (PSU) was the Enumeration Area (E.A.). The selection of PSU's was carried out separately for urban areas of 10,000 population or more and for rural/small urban areas.

a) Urban Areas—10M Population or Greater

Each of the urban areas in Ontario with population 10M or greater was represented at least once. In total, 50 localities were included. For each locality, EA's were randomly selected proportionate to population from a list of stratified EA populations. The stratification variables were income within geographic area.

The selected EA's were then stratified by city size within six geographic regions of the province and allotted in sequence to each of the four quarterly samples. Each of the quarterly samples were then allocated in the same manner to each of the three months of the quarter.

b) Small Urban and Rural Areas

For rural and small urban areas, 86 areas were selected proportionate to population from a cumulative list of such locations. Within each of the selection locations, an average of 2.8 PSU's were selected based on the geographically stratified EA's within the location. Each of the PSU's was then allocated to a separate quarter of the year.

Within each selected PSU (EA) a block (or route in the case of rural areas) was selected at random. The households were selected at specific intervals on the block. No substitution of these households was permitted. A 9-household cluster size in urban areas and an 8-household cluster size in rural areas was specified.

B. THE TRIP

The main purpose of the study was to determine the number of qualifying trips by households and individuals, and to describe those trips in terms of origin, destination, purpose, activities, mode of transportation, expenditure and accommodation. A qualifying trip was defined as a round trip to a location of at least 25 miles one way from home, for a purpose other than:

- commuting to school or work
- as an operator or crew member of commerical carriers (including trucks)
- for sales calls or deliveries

Within a household all qualifying trips were covered except those by children under 15 when not accompanied by an adult (15+) member of that household.

C. DATA COLLECTION

Prior to production of the final field materials, the household questionnaire, the Trip Diary and the interviewer instructions were subjected to field pre-tests. The final pre-test entailed the installation of 25 diaries and the completion of 24. Field procedures and the questionnaire formats were examined in detail subsequent to completion of the pre-test. Changes indicated by the pre-test were incorporated into the final documents used in the study.

1. Fieldwork

The data were collected by two methods:

1) A personal interview.

2) A diary left with the household for a two month period.

Up to four visits were made to obtain contact and cooperation from the households. At the initial interview information was obtained on basic household and individual characteristics, and recent travel. Instruction was also given on the completion of the diary and eventual collection.

During the two month diary period three interim telephone calls were made to the person responsible for the diary. The first took place as close as possible to the second day of the first recording month, the second at the beginning of the second month, and the third just a day or two prior to scheduled pick-up. The purpose was to motivate continuance in the project and to clarify any aspects of reporting that might have arisen. At the end of the period the diary was personally collected. The completeness of the record was reviewed at this time.

Specific Field Controls

When Trip Diaries were first placed in a household, interviewers described the features that would facilitate completion by the respondent.

Four Example Trips

Narrative descriptions of four "example" trips were presented at the front of the Trip Diary, along with corresponding "completed" diary pages. Respondents were taken through a minimum of one of these examples by the interviewer at the time the diary was placed.

Trip Recording Directions Fold-Out

The Trip Diary was constructed with a fold-out sheet at the back, and respondents were instructed to open the Trip Recording Directions fold-out while completing a Trip Diary page. In the extended position, the respondent would be faced with a Trip Diary page on the left, and recording instructions (along with reference codes for further discussion of an item in the guide) on the right. This

procedure was designed to ensure maximum accessibility to reference information as the trip information was being recorded, and was demonstrated to the respondent by the interviewer at the time of placement.

The Guide

A detailed Guide for completing the Trip Diary, cross-referenced by item number to the Trip Recording Directions fold-out, was included in the Trip Diary binder. These detailed instructions included information on definitions, and provided examples of types of items that should be included in specific categories. Interviewers reviewed the Guide with respondents during the placement interview.

Travel Expense Log

Portable Travel Expense Logs were provided in a binder pocket of the Trip Diary. These booklets were designed as memory aids in which respondents could log expenses as they occurred. Interviewers advised respondents to take the Log along on household trips, especially when such trips were to involve overnight stays. Respondents were also instructed to transfer information entered in the Log to the Trip Diary.

Other procedures in place in the course of the fieldwork to maximize the accuracy of the data included:

- a Diary Review Checklist of items in the Trip Diary to be examined by the interviewer at final retrieval. This checklist included an edit of the Trip Diary for internal consistency, missing information, and legibility; and

- a mail-back envelope for return of the Trip Diary if the respondent was not available for either of two pre-established retrieval interviews.

The person responsible for ensuring the diary was completed was typically the female head of the household. This procedure was intended to maximize response, since in the supplier's experience, greater cooperation is received from female heads of household, both in the acceptance and regular reporting of household diary studies. An incentive was offered. For each of the 12 sample months, diary completers were included in a draw for a cash prize of $300. Of all households eligible to receive a diary 72 per cent were interviewed and 51 per cent both accepted and completed the diary.

2. Analysis Of Response

The figures below show the yield from the first stage household interview and the second stage diary completion for the four quarterly samples and in total.

	SAMPLE				
	Months 1-3	Months 4-6	Months 7-9	Months 10-12	Total 12 Months
Total Households Assigned	2252	2145	2145	2117	8659
Not A Primary Residence	19	10	16	7	52
Household Plans To Move Within Next Two Months	23	33	31	23	110
Total Potential Diary Placements	2210	2102	2098	2087	8497

	No.	%	No.	%	No.	%	No.	%	No.	%
No One At Home	260	12	209	10	294	14	226	11	989	12
Language Problem	66	3	54	3	63	3	66	3	249	3
Refused Screening	210	10	196	9	128	6	199	10	733	9
Respondent Not Available	45	2	38	2	35	2	38	2	156	2
Respondent Refuses	88	4	63	3	55	3	58	3	264	3
Completed Household Interviews	1541	70	1542	73	1523	73	1500	72	6106	72
Agreed To Accept Diary	1262	57	1212	58	1135	54	1136	54	4745	56
Accepted Diary --Not Completed	91	4	140	7	107	5	95	3	433	5
Accepted Diary --Completed	1171	53	1072	51	1028	49	1041	50	4312	51

D. EXPENDITURE DATA

The primary purpose of the expenditure data collected was to estimate the revenue that accrues to Ontario, and to different regions of Ontario, during qualifying trips. The trips recorded were of many different types:

- Trips within Ontario;
- Trips with destinations outside of Ontario;
- Overnight trips or same-day trips;
- Trips with stops in more than one region.

The allocation of expenditure for the different types of trip is described below.

For each household trip, total expenditure within Ontario and outside Ontario was collected in the following categories:

- Automobile;
- Local transportation;
- Air/train/bus/ship --Canadian carrier;
  --Foreign carrier;
- Accommodation;
- Food/Beverage;
- Recreation/Pleasure;
- Retail Sales and Miscellaneous.

For trips paid by prepaid package or tour, the total amount of the package was obtained as well as the specific items included in the package.

In order to correctly allocate expenditure as accruing to Ontario, a number of specific edit rules were applied. These are described briefly in the following pages under two headings:

1. Prepaid Package Expenditure;
2. Non-Prepaid Exenditure:
   a) Ontario Destination Travel;
   b) Non-Ontario Destination Travel.

1. Prepaid Package Expenditure

a) In order to allocate expenditures made on packages to individual items, it was necessary to determine the ratio of these items to each other. Therefore, for all trips <u>without</u>

prepaid expense, average expenditure per trip was calculated for specific categories of expenditure within classifications of trips. The matrix used was of the following type:

	Same Day Travel Destination				One Or More Nights Travel Destination			
	Ont.	USA	Other Prov.	Other Country	Ont.	USA	Other Prov.	Other Country
Expenditure Category:								
Automobile	X	X	X	X	X	X	X	X
Air, Train, Bus, Ship	X							
--Canadian Carrier	X							
--Foreign Carrier	X							
Accommodation	X							
Food/Beverage	X							
Recreation/ Pleasure	X							

b) For all trips with prepaid package the total number of trips in each of the above cells was determined.

c) Using the average expenditure per trip determined in (a) above a total expenditure value for each category and in total was calculated for all trips with prepaid package.

d) The derived category expenditure distribution obtained in (c) was then applied to the total dollar value given for the various duration/destination categories of trips with prepaid package.

e) Itemized prepaid expenditure derived in (d) above was allocated as follows:

Ontario Destination Travel

-- air/train/bus/ship--Canadian Carrier expenditure was assigned to region of origin.

-- all other expenditure items were assigned to regions of main destination (or further point).

Non-Ontario Destination Travel

-- air/train/bus/ship--Canadian Carrier expenditure was assigned to Ontario region of origin.

-- all other expenditure items were assigned to either USA, other province or other country, by items.

2. **Non-Prepaid Expenditure**

a) **Ontario Destination Travel**

Automobile

Automobile expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario destination regions. For same day travel (0 person-nights), the expenditure was assigned to the region of origin.

Local Transportation

-- expenditure was assigned to region of main destination (or furthest point).

Air/Train/Bus/Ship

-- Canadian carrier expenditure was assigned to region of origin.

Accommodation

-- accommodation expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions.

Food/Beverages

-- food and beverage expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. For same-day travel (0 person-nights), the expenditure accrues to the region of main destination (or furthest point).

Recreation/Pleasure

-- expenditure was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. Same day travel expenditure accrues to the region of main destination (or furthest point).

Retail/Other Miscellaneous

-- expenditure was assigned to region of main destination (or furthest point.

b) Non-Ontario Destination Travel

Automobile

-- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure was also in Ontario, it was assigned on the basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, the expenditure accrued to the Ontario region of origin.

Local Transportation

-- expenditure assigned to region of main destination (USA, Other Province, Other Country).

Air/Train/Bus/Ship

-- if Canadian Carrier indicated, expenditure was assigned to Ontario region of origin.

- if Foreign Carrier indicated, any expenditure made in Ontario or outside Ontario was assigned to USA or Other Country main destination.

Accommodation

-- expenditure outside of Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure also in Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions.

Food/Beverage

-- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure was also in Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, it was assigned to a separate destination category "Ontario Unspecified.

Recreation/Pleasure

-- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).

-- if expenditure was also in Ontario, it was assigned on basis of number of person-nights spent in any of the 12 Ontario regions. If no overnight stops made in Ontario, it was assigned to a separate destination category "Ontario Unspecified".

Retail/Other Miscellaneous

- expenditure outside Ontario was assigned to main destination (USA, Other Province, Other Country).
- if expenditure was also in Ontario, it was assigned to a separate destination category "Ontario Unspecified".

Total amount accruing to "Ontario Unspecified" category was allocated to Travel Association Areas 1, 2, 6, 7, 9, 10, 11, 12, according to these rules:

- determined total same day expenditure (excluding pre-paid package expenditure) for each of Food/Beverage, Recreation/Pleasure, and Retail/Miscellaneous items, and on Ontario destination trips only, for each of the above given travel areas.
- determined percentage split of each expenditure item separately, amongst the given travel areas.
- allocated expenditures indicated for Food/Beverage, Recreation/Pleasure and Retail/Other Miscellaneous, according to percentage split amongst given travel areas.

E. WEIGHTING AND ESTIMATING PROCEDURES

1. The General Model

The objective is to provide trip and expenditure estimates for a defined period such as 1982 or a quarter in 1982. The simplest conceptual method is to calculate the average number of trips per household per month, multiply by the number of households in Ontario, and multiply by the months in the time period being estimated, i.e.:

Average H/H Trips/Month	x	Ont. H/H Population	x 12	=	Estimate of 1982 trips.

As

Average Trips/Month	=	Total Trips/Mo. Sample of H/H's	and	Ontario Pop. Sample H/H	=	Population Projection Factor,

the estimation procedure becomes:

Total Trips/H/H x Population Projection x 12 = 1982 Trips.

2. Special Factors

There are some special factors specific to the Ontario Travel Study that have to be taken into account when applying the estimating model.

i) Data were collected during 1982 with 12 monthly samples. The January to November samples reported for a two-month period and the December sample for December only. This means that there are data for each of the calendar months from two-monthly samples, except for January. To balance the data by month, the January data from the January sample were duplicated to create a "phantom" set of data for January, as if there had been a December 1981 sample reporting for the second month (January, 1982).

ii) After the creation of the phantom January sample, we had 24 separate months of data and 13 separate samples of households (12 monthly samples + phantom). To obtain a correct estimate of average trips per household per month requires equal numbers of monthly trip data and samples. Thus, as the data stand they would over-estimate trips by a factor of 24 ÷ 13.

To correct for this, the estimation model becomes for a year:

$$\text{Trips} \times \text{H/H Projection Factor} \times 12 \times \frac{13}{24}$$

$$= \text{Trips} \times \text{H/H Projection Factor} \times 6.5.$$

For estimates of other time periods, such as a quarter, the time period correction factor will change. This is illustrated below for a quarter.

For a typical quarter, the samples and data months will be as follows:

	Monthly Samples			
	M_0	M_1	M_2	M_3
First Data Month		X	X	X
Second Data Month	X	X	X	

For a quarter of months M_1, M_2 and M_3 we have 4 monthly samples and 6 sets of monthly data. This means that trips will be over-estimated by a factor of $6 \div 4$. Therefore, the estimation model becomes:

$$\text{Trips} \times \text{H/H Projection Factor} \times 3 \text{ (months)} \times \frac{4}{6}$$

$$= \text{Trips} \times \text{H/H Projection Factor} \times 2.$$

The data for the estimating model are obtained after a number of weighting procedures designed to equalize the samples by month and reflect the known demographics of Ontario are applied. Each stage is described below.

3. Best Estimates Of Aggregate Trips

1. Equalizing Monthly Sample Sizes

The estimating model requires that each of the monthly samples is of equal size. Therefore, the first stage of sample adjustment was to equalize all monthly samples. This was done by standardizing across the year to a figure of 350 households per month.

For each interviewing month, a correction factor was calculated to bring the actual monthly sample size to a weighted sample size of 350. The actual sample sizes and adjustment factors are as follows:

Month	Sample	Weight	Month	Sample	Weight
Jan.	444	0.7883	July	355	0.9859
Feb.	382	0.9162	Aug.	322	1.0870
Mar.	345	1.0145	Sept.	351	0.9972
Apr.	381	0.9186	Oct.	350	1.0000
May	341	1.0264	Nov.	347	1.0086
June	350	1.0000	Dec.	344	1.0174

2. Correlating For Regional Imbalance

The initial sample was drawn proportionate to population with geographic regions of the province as a stratification in the EA file. The proportion of the sample in each region was influenced by two factors:

a) Differential response rates.

b) The sample was drawn on the basis of 1976 Census data but for estimating purposes, the 1981 Census data had become available.

The weights for regional correction are:

Region	Weight
Southwestern	0.78
Festival Country	1.05
Georgian Lakelands	0.79
Metro Toronto	1.42
Central Ontario	0.97
Ontario East	0.77
Ontario North	0.88

3. Adjustment For Household Composition

A special analysis was obtained from the 1981 Census showing, in total, and for each region, the household composition in terms of number of adults (15+) and number of children (under

15). The variation between regions was found to be small and, therefore, the sample data were adjusted by ratio weighting to a matrix of 9 cells as shown below, based on the total province. Weights are as follows:

	Number of Children			
Number of Adults:	0	1	2	3+
1	2.14	1.40		
2	1.01	0.84	0.78	0.83
3+	0.77	0.85	0.84	

4. Projection To Population

The target population is all households in Ontario. As the study was conducted throughout 1982, we have used our estimate of total households as of June 1982. This estimate was calculated using the 1981 Census data and other Statistics Canada information. We calculate that the number of households increased by 1.39 per cent between June 1981 and June 1982, giving an estimated household population of 3,010,000.

The expansion factor for the annual data is 0.66154.

F. SAMPLING ERROR

The accuracy of estimates derived from surveys is influenced by two main factors:

a) Sampling errors;

b) Methodological factors such as bias, missed reporting, non-response, etc.

If the second type are assumed to be small, the confidence levels for particular parameters in a survey can be calculated mathematically. One specific check on response bias was possible. At the recruitment interview, people were asked for overnight trips by people in the household taken in the previous month. Thus, their data could be examined for people who completed the diary and those that did not. The difference was small, with non-diary completers having slightly lower estimates.

1. Variance Formula

To estimate the sampling errors in the Ontario Travel Study, a variance formula has been derived. It takes into consideration the twelve independent monthly subsamples and the two-month reporting period employed in the survey design.

The variance formula is shown using the following notations:

Let the monthly subsamples be denoted by i = 0, 1, 2, ... 12, where i = 0 represents the phantom December sample.

Also let

Xi = total trips reported in the first reporting month for the i-th subsample after applying the first two stages of weighting*;

Yi = similar definition as above for the second reporting month;

VXi = variance of the trip figures in the household population for the first reporting month for the i-th sample;

VYi = similar definition as VXi for the second reporting month;

Ni = weighted sample size for the i-th subsample;

Ci = covariance of the reported values between the two months for the i-th subsample.

* Refer to section Estimation Procedure.

The annual estimate of total number of trips (T) is

$$T = \frac{3010}{4350} \times \frac{13}{24} \times 12 \times \left[\sum_{1}^{12} Xi + \sum_{0}^{11} Yi \right]$$

$$= 4.3 \times \left[\sum_{1}^{12} Xi + \sum_{0}^{11} Yi \right]$$

The sampling variance of T is

$$V(T) = (4.3)^2 \times \left[\sum_{1}^{12} VXiNi + \sum_{0}^{11} VYiNi + 2 \sum_{1}^{11} CiNi \right]$$

Estimates for quarterly totals can be computed by inserting the appropriate indices representing the subsamples for a specific quarter into the three summation signs. For example, estimate for the first quarter total (Ti) is

$$Ti = 4.3 \times \left[\sum_{1}^{3} Xi + \sum_{0}^{2} Yi \right]$$

The corresponding sampling variance is

$$V(Ti) = (4.3)^2 \times \left[\sum_{1}^{3} VXiNi + \sum_{0}^{2} VYiNi + 2 \sum_{1}^{2} CiNi \right]$$

2. Sampling Tolerances

Sampling errors for annual estimates and estimates of a typical quarter have been computed and are shown below. The formula used was:

$$\% \text{ confidence interval} = \pm \frac{2\sqrt{V(T)}}{T} \times 100\%$$

This provides a 95% confidence level, i.e., there is a 95% chance that the true figure will not fall outside the estimated value ± the

confidence level.

The tables can be used to approximate percentage errors for items not shown. For example, 9.67% of the annual total household trips were made to Non-Ontarian destinations. Although not computed its confidence interval can be approximated by dividing the percentage error of the overall total household trips by the square root of 0.0967. Example:

Confidence interval of total household trips = 4.1%

For Non-Ontario trips $4.1 \div \sqrt{0.0967} = 13.2\%$

CONFIDENCE INTERVALS: 95% CONFIDENCE LEVEL

	Household Trips		Person Trips	
	Annual	Quarter	Annual	Quarter
	±%	±%	±%	±%
ALL TRIPS	4.1	8.1	4.4	8.8
ONTARIO DESTINATIONS	4.4	8.9	4.2	9.6
Region:				
Southwestern	11.6	22.5	13.1	24.4
Festival Country	9.3	19.1	10.0	21.6
Georgian Lakelands	10.3	22.9	11.3	25.0
Metro Toronto	9.7	21.4	10.3	20.1
Central Ontario	10.2	23.1	10.7	24.3
Ontario East	13.4	26.2	14.2	28.4
Ontario North	14.1	34.9	13.4	35.4
Trips:				
50+ Miles	4.7	9.9	5.0	10.9
100+ Miles	5.8	13.7	6.3	13.8

APPENDIX V

HOUSEHOLD QUESTIONNAIRE

TRIP DIARY

HOUSEHOLD QUESTIONNAIRE

LOCATION NUMBER: |_|_|_|_|_| HOUSEHOLD NUMBER: |_|_|

(ALL RESPONDENTS)

1. Have you been a resident here for more than four weeks?

YES 22-1

NO ..... 2 USE SPECIAL INSTRUCTIONS FOR QUESTION 3-a) AND 4-a)

2. Including yourself, how many people live in this household aged 15 years or more?

TOTAL HOUSEHOLD MEMBERS 15 YEARS OR MORE: |_|_| 23-24-

3-a) Have there been any trips taken by members of your household 15 and over which involved any overnight stays during the last month--that is, since this date last _____ (SPECIFY MONTH)?

-b) (IF YES) How many such trips have there been? A person travelling alone counts as one trip. If two or more household members travel together, this also counts as one trip.

NUMBER OF TRIPS: |_|_| 25-26-

(IF NO, RECORD "00" ABOVE AND GO TO QUESTION 5)

(ALL OVERNIGHT TRIP TAKERS)
I would now like to get some further information about these trips.

Beginning with the most recent trip ...

4-a) (HAND CARD) What was the distance from your home to the furthest destination? (RECORD BELOW)

-b) Was the main purpose of this trip, work or was it some other reason? (RECORD BELOW)

-c) (IF MAIN PURPOSE WORK) Was this trip part of a sales call or while working as a crew? (RECORD BELOW)

-d) Including yourself, how many persons 15 years and older, now living in this household, went along on that trip? (RECORD NUMBER BELOW)

(REPEAT QUESTIONS 4-a) TO -d) FOR UP TO 3 MOST RECENT TRIPS.)

"And for the overnight trip before that ...?"

		OVERNIGHT TRIPS		
		MOST RECENT	SECOND MOST RECENT	THIRD MOST RECENT
-a)	DISTANCE TO FURTHEST DESTINATION:			
	Less Than 25 MI./40 km	27-1	32-1	37-1
	25 To 49 MI./40 To 79 km	2	2	2
	50 To 99 MI./80 To 159 km	3	3	3
	100 MI./160 km And Over	4	4	4
-b)	MAIN PURPOSE OF TRIP:			
	Work ..... (GO TO -c)	28-1	33-1	38-1
	Other .... (GO TO -d)	2	2	2
-c)	TYPE OF WORK TRIP:			
	Yes--Sales/Crew	29-1	34-1	39-1
	No--Other	2	2	2
-d)	H/H MEMBERS 15 YRS. OR MORE IN PARTY: _____	30-31- |_|_|	35-36- |_|_|	40-41- |_|_|

ALL RESPONDENTS

5. To obtain an accurate measure of the trips that people living in Ontario make within and outside the province, we are asking households to keep a diary that we provide. In it you will record information on any longer trips that you or other people in this household may make. I will call back in two months' time to collect the diary and deal with any problems. Of course, we realize that some households may not take any trips during this time while others may take several trips. The information you provide will be very useful in planning good travel facilities for the people of Ontario.

(EXPLAIN LUCKY DRAW) As a small token of our appreciation for the important contribution people in Ontario will make to this project, we plan to run a lucky draw. Everyone who keeps a trip diary, whether any trips were taken or not, will have a chance to win a cash prize of $300.00.

The odds for this cash prize are excellent as only about 300 people will be entered in the draw. About three weeks after pick-up of the diary, the winner will be notified by telephone and asked to complete a simple skill testing question.

(ANSWER ANY QUERIES AS OUTLINED IN THE MANUAL.)

RESPONDENT AGREES TO ACCEPT DIARY ..... 42 → [1 GO TO DIARY INSTRUCTIONS]

RESPONDENT WILL NOT AGREE ..... [2 SEE NEXT PAGE]

IF WILL NOT ACCEPT DIARY:

I am sorry that you are unable to complete the diary. We would like to know when we do our analyses whether the people who do accept the diary are typical of all the different households in Ontario. I hope you will answer a few more questions so that we can do that.

6-a) Are there any children under 15 years of age living at home?

YES 43-1
NO ..... 2 GO TO Q. 7

-b) How many are under 6 years of age? (RECORD BELOW)

-c) How many are 6 to 14 years of age? (RECORD BELOW)

	-b) UNDER 6 YEARS	-c) 6 TO 14 YEARS
ONE	44-1	46-1
TWO	2	2
THREE	3	3
FOUR	4	4
FIVE	5	5
SIX	6	6
SEVEN	7	7
EIGHT	8	8
NINE	9	9
TEN	0	0
NONE	45-0	47-0

7-a) Are any household members 15 to 17 years?

YES ..... ☐
NO ..... ☐ GO TO Q. 7-b)

How many are males? (CIRCLE NO.) 48-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 49-0 1 2 3 4 5 6 7 8

-b) Are any 18 to 34 years?

YES ..... ☐
NO ..... ☐ GO TO Q. 7-c)

How many are males? (CIRCLE NO.) 50-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 51-0 1 2 3 4 5 6 7 8

-c) Are any 35 to 54 years of age?

YES ..... ☐
NO ..... ☐ GO TO Q. 7-d)

How many are males? (CIRCLE NO.) 52-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 53-0 1 2 3 4 5 6 7 8

-d) Are any 55 years of age or more?

YES ..... ☐
NO ..... ☐ GO TO Q. 8

How many are males? (CIRCLE NO.) 54-0 1 2 3 4 5 6 7 8
How many are females? (CIRCLE NO.) 55-0 1 2 3 4 5 6 7 8

8. What is the occupation of the chief wage-earner in the household?

OCCUPATION: _____

INDUSTRY: _____ 57/58

Retired/Pensioned	09
Student	10
Unemployed	11
Homemaker Only	08

9. Thinking about the year 1981, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of all household members living here added together?

LESS THAN $12,000	A	59-1
$12,000 - $17,999	B	-2
$18,000 - $23,999	C	-3
$24,000 - $29,999	D	-4
$30,000 - $39,999	E	-5
$40,000 AND OVER	F	-6

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE AND CIRCLE CODE

$ _____ (PER YEAR)
TOTAL FAMILY INCOME 60-1

61/74

END INTERVIEW, THANK RESPONDENT AND RECORD NAME, ADDRESS, TELEPHONE NUMBER OF RESPONDENT ON LAST PAGE.

DIARY ACCEPTERS

TAKE PERSON THROUGH DIARY AS PER MANUAL INSTRUCTIONS.

10. In order to classify our data, I would like to obtain for each person living in this household who is 15 years and over, some background information. To do this, would you please tell me the usual first name of each individual, starting with yourself and then moving from the oldest in the household to the youngest. (RECORD NAMES IN ROW -a) BELOW)

Now, these first questions will concern yourself.
(RECORD SEX OF RESPONDENT, THEN BEGIN BY ASKING AGE UNDER PERSON LETTER "A")

(IF MORE THAN ONE PERSON IN HOUSEHOLD)

And now, considering _____ (READ FIRST NAME UNDER PERSON LETTER "B") (AGAIN RECORD SEX AND BEGIN BY ASKING AGE)

(REPEAT -b) TO -a) FOR EACH PERSON LISTED)

8-2

		RESPONDENT	OTHER H/H MEMBERS 15 YRS. AND OVER — OLDEST TO YOUNGEST					
-a)	USUAL FIRST NAME (SPECIFY)							
	PERSON NUMBER	9-A	15-B	21-C	27-D	33-E	39-F	45-G	51-H
-b)	SEX: MALE	10-1	16-1	22-1	28-1	34-1	40-1	46-1	52-1
	FEMALE ...	-2	-2	-2	-2	-2	-2	-2	-2
-c)	AGE: RECORD YEARS	⌊⌋ 11/12	⌊⌋ 17/18	⌊⌋ 23/24	⌊⌋ 29/30	⌊⌋ 35/36	⌊⌋ 41/42	⌊⌋ 47/48	⌊⌋ 53/54
-d)	EMPLOYMENT STATUS: (READ LIST IF NECESSARY)								
	WORK FULL-TIME (30+ Hrs./Wk.)	13-1	19-1	25-1	31-1	37-1	43-1	49-1	55-1
	WORK PART-TIME (Less Than 30 Hrs.)	-2	-2	-2	-2	-2	-2	-2	-2
	NOT EMPLOYED ☐								
	Retired, Pensioned	-3	-3	-3	-3	-3	-3	-3	-3
	Student	-4	-4	-4	-4	-4	-4	-4	-4
	Unemployed	-5	-5	-5	-5	-5	-5	-5	-5
	Homemaker Only	-6	-6	-6	-6	-6	-6	-6	-6
-e)	EDUCATION: (Highest Level)								
	Public/Elementary	14-1	20-1	26-1	32-1	38-1	44-1	50-1	56-1
	Secondary/High	-2	-2	-2	-2	-2	-2	-2	-2
	Post-Secondary (Non-University)	-3	-3	-3	-3	-3	-3	-3	-3
	University	-4	-4	-4	-4	-4	-4	-4	-4

11. What is the occupation of the chief wage-earner?

OCCUPATION: _____

INDUSTRY: _____ 57/58

Retired, Pensioned 09
Student 10
Unemployed 11
Homemaker Only 08

12. Thinking about the year 1981, into which of these letter groups does the total household income fall, that is, the income or earnings before taxes from all sources, of all household members living here added together?

LESS THAN $12,000	A	59-1
$12,000 - $17,999	B	-2
$18,000 - $23,999	C	-3
$24,000 - $29,999	D	-4
$30,000 - $39,999	E	-5
$40,000 AND OVER	F	-6

IF REFUSED OR DON'T KNOW, GIVE BEST ESTIMATE AND CIRCLE CODE

$ _____(PER YEAR)
TOTAL FAMILY INCOME

..... 60-1

13-a) Are there any children under 15 years of age in the household?

YES 61-1
NO 2

(IF YES)

-b) How many are under 6 years of age? ⌊_⌋⌊_⌋ 62- 63-

-c) How many are 6 to 14 years of age? ⌊_⌋⌊_⌋ 64- 65-

66/74

NAME: _____

ADDRESS: _____

_____ _____

TELEPHONE NO. _____

TRIP DIARY

YOUR TRIP DIARY

This diary is for recording trips taken by any member of your household who is 15 years or older.

For this survey, a trip means anytime you or any member of your household travels to a place at least 25 mi/40 km (one way) from your permanent residence.

The following types of trips should not be included in this study even if they meet the minimum distance requirement.

- commuting to school or work
- travelling as an operator or crew member
- sales calls or deliveries
- moving to a new residence

Include in your household diary all trips that end during

_____ and _____, 1982

Include trips of this distance that involve overnight stays as well as those that do not. Make sure that you include trips of this distance to places such as a cottage, farm, chalet. Also, don't forget to include trips outside of the province as well as those within.

For the purpose of recording which household members, 15 years and over, went on a trip, please use the diary code indicated below.

DIARY CODE FOR HOUSEHOLD MEMBERS 15 YEARS AND OVER

	Usual First Name of Household Member 15+	Diary Code-Person Letter
Diary Keeper	_____	A
Other H/H Members 15+		
Oldest	_____	B
	_____	C
	_____	D
	_____	E
	_____	F
	_____	G
Youngest	_____	H

For Office Use Only:

Location (1 5) H/H (6 7) 8-3

1 TRIP NO. ____ DAY OF WEEK TRIP STARTED (S M T W T F S) 1 2 3 4 5 6 7 DATE TRIP STARTED DAY MONTH ____ DATE TRIP FINISHED DAY MONTH ____

2 MAIN DESTINATION
IF MORE THAN ONE ENTER THE ONE FURTHEST FROM HOME
(NEAREST) CITY/TOWN _____ PROVINCE / U.S. STATE _____
COUNTRY _____

3 DISTANCE FROM YOUR HOME TO ABOVE DESTINATION (CIRCLE CODE)
1 25-49mi./40-79 km.
2 50-99mi./80-159 km.
3 100-199mi./160-320 km.
4 200-499 mi./321-804 km.
5 500-999 mi./805-1609 km.
6 1000 mi./1609 km. and over

4 HOUSEHOLD MEMBERS ON TRIP
Persons 15 Years And Over (Which Ones?) A B C D E F G H
Persons Under 15 Years (How many?) ____ IF NONE WRITE '0'

5 TRIP PURPOSE

	Visiting Friends Or Relatives	Convention	Other Business	Shopping	Personal Business	Recreation/ Pleasure
Main Purpose (CIRCLE ONE ONLY)	1	2	3	4	5	6
Other Purpose(s) (CIRCLE AS MANY AS APPLY)	1	1	1	1	1	1
IF NO 'OTHER PURPOSE' CHECK BOX ☐						

6 ACTIVITIES ENGAGED IN BY HOUSEHOLD MEMBERS ON TRIP IN OR AROUND AREA OF MAIN DESTINATION

CIRCLE AS MANY AS APPLY	Participated In Outdoor Or Sporting Activity	ATTENDED: Sporting Events	ATTENDED: Live Theatre Dance or Music Concert	Went Shopping	VISITED: Museums, Galleries	VISITED: Historical Sites	VISITED: Exhibitions, Fairs, Special Events	VISITED: Attractions, Zoos, Amusement Parks	Went On Boat Or Rail Tours	Other Activities
	1	1	1	1	1	1	1	1	1	1

7 TRANSPORTATION

	Automobile Truck/Van Etc.	AIR: Regularly Scheduled	AIR: Chartered	BUS: Regularly Scheduled	BUS: Chartered	Train	Ship Or Boat	Other
Main USED TO TRAVEL THE GREATEST DISTANCE (CIRCLE ONE ONLY)	1	2	3	4	5	6	7	8
Other EXCLUDE LOCAL TRANSPORTATION (CIRCLE AS MANY AS APPLY)	1	1	1	1	1	1	1	1
IF NO 'OTHER' METHOD CHECK BOX ☐								

8 NIGHTS SPENT AWAY 8-4 8-5

NUMBER OF NIGHTS SPENT OUTSIDE OF ONTARIO ____ IF NONE WRITE '00'
NUMBER OF NIGHTS SPENT IN ONTARIO ____ IF NONE WRITE '00' and SKIP TO SECTION 9 'TRIP EXPENSES'

FOR EACH PLACE STAYED IN ONTARIO

a) WRITE (NEAREST) CITY/TOWN b) CHECK TYPE(S) OF ACCOMMODATION USED THERE c) WRITE NUMBER OF NIGHTS STAYED THERE	1st CITY/TOWN	2nd CITY/TOWN	3rd CITY/TOWN	4th CITY/TOWN	5th CITY/TOWN
	TYPE(S) USED / NUMBER OF NIGHTS 18/33	TYPE(S) USED / NUMBER OF NIGHTS 39/54	TYPE(S) USED / NUMBER OF NIGHTS 60/75	TYPE(S) USED / NUMBER OF NIGHTS 14/29	TYPE(S) USED / NUMBER OF NIGHTS 35/50
Hotel/Motor Hotel	☐	☐	☐	☐	☐
Motel	☐	☐	☐	☐	☐
Resort Lodge	☐	☐	☐	☐	☐
Commercial Cottage/Cabin	☐	☐	☐	☐	☐
Camping/Trailer Park	☐	☐	☐	☐	☐
Outfitter/Outpost	☐	☐	☐	☐	☐
Private Cottage (For Own Use)	☐	☐	☐	☐	☐
Stay With Friends/Relatives	☐	☐	☐	☐	☐

9 TRIP EXPENSES FOR ALL HOUSEHOLD MEMBERS (CASH OR CREDIT CARD/RECORD IN CANADIAN DOLLARS)

A PREPAID PACKAGE OR TOUR
MUST INCLUDE TWO OR MORE OF THESE SIX ITEMS PREPAID TOGETHER AS A PACKAGE
IF NO PREPAID PACKAGE OR TOUR CHECK BOX ☐ AND GO TO 9B

CIRCLE TYPES OF EXPENSE ITEMS INCLUDED IN PREPAID PACKAGE OR TOUR

TRANSPORTATION: CANADIAN CARRIER	TRANSPORTATION: FOREIGN CARRIER	TRANSPORTATION: AUTO RENTAL	ACCOMMODATION	FOOD	ENTERTAINMENT
1	1	1	1	1	1

TOTAL AMOUNT SPENT FOR PACKAGE OR TOUR $ ____ 00

B EXPENSES WHILE ON TRIP — EXCLUDE PREPAID PACKAGE OR TOUR

	8-6 AMOUNT SPENT IN ONTARIO (IF NO MONEY SPENT CHECK BOX ☐)	AMOUNT SPENT OUTSIDE ONTARIO (IF NO MONEY SPENT CHECK BOX ☐)
Automobile (Includes Rental)	$ ____ 00	$ ____ 00
Local Transportation (Taxi, Public Transit, Etc.)	$ ____ 00	$ ____ 00
Air, Train, Bus, Ship		
Canadian Carrier	$ ____ 00	$ ____ 00
Foreign Carrier	$ ____ 00	$ ____ 00
Accommodation	$ ____ 00	$ ____ 00
Food/Beverage	$ ____ 00	$ ____ 00
Recreation/Pleasure	$ ____ 00	$ ____ 00
Retail/Other Miscellaneous	$ ____ 00	$ ____ 00
Total	$ ____ 00	$ ____ 00

73- 1 2 3 4 5
74-
75-